

LIFE

HOW VICTORY WAS WON
NEW FACES IN GOVERNMENT
MATERIAL FOR A CABINET



PRESIDENT-ELECT AND HIS FIRST LADY
ACKNOWLEDGE CHEERS OF VICTORY

20 CENTS

NOVEMBER 17, 1952



Daffodil Gay, spirited, beautiful...
as the lilting flower
for which it was named!

Serving Fork \$3; Gravy Ladle \$3; Serving Spoon \$3; Pie Knife \$5; Round Server \$3. Combination gift package with all five pieces \$17.00. Available in all 1847 Rogers Bros. patterns.

These are the reasons why MORE WOMEN CHOOSE 1847 ROGERS BROS.

The most beautiful patterns! No wonder 1847 Rogers Bros. patterns are most popular of all! Every piece is designed, finished to perfection, by tradition-trained craftsmen.

Made to last a lifetime! 1847 Rogers Bros. is heavily plated with pure silver, reinforced at points of wear. The knives have seamless,

hollow handles. You can enjoy it every day, at every meal, all your life.

The proud name of 1847 Rogers Bros. has a special meaning to most every woman. It probably goes back to childhood days, when her mother's and grandmother's tables gleamed with exquisite 1847 Rogers Bros.



Why wait a lifetime to collect your silver? 1847 Rogers Bros. starts you with 8 complete 6-piece place settings, plus 4 essential serving pieces. 52-piece chest... only \$74.50.

Small down payment...easy terms!

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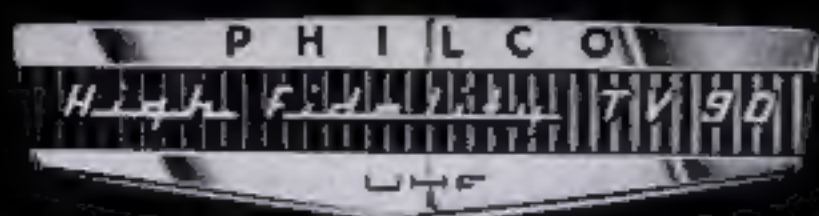
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1847 ROGERS BROS.

AMERICA'S FINEST SILVERPLATE

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*The Mark of The Most Advanced
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PHILCO *with the Golden Grid Tuner*

Here's the television masterpiece of 1953 . . . a 21-inch Philco with the first High Fidelity picture reproduction of all time . . . yours in "Honey Maple" cabinet of breathtaking beauty. It's the Philco 2273, unmatched anywhere for sensitivity and power, with 245 square inch screen and UHF-VHF Built-In Aerial. Designed in advance for built-in All-Channel UHF, it leads the industry on every count. See America's most advanced television set . . . Philco with Golden Grid Tuner.

Philco television from \$199.95 to \$875, including Federal tax and warranty.

Just Like
a Boost in
Station Power!



PHILCO *Famous for Quality the World Over*

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All Star Action!



Fire-Chief gasoline gives you that lively "all star action" feeling in all your driving. Starts are fast, warm-ups are quick, getaways extra smooth and you feel the all-out power on the hills. And it's easy on your pocketbook. You can buy Fire-Chief at *regular* gasoline prices. Drive in today and fill up at your Texaco Dealer. *He's the best friend your car ever had.*

... and don't forget the best motor oil your money can buy.



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TEXACO DEALERS IN ALL 48 STATES
 Texaco Products are also distributed in Canada and Latin America



Faithfully yours
50
for Fifty Years

TUNE IN: Tuesday nights on television—the TEXACO STAR THEATER starring MILTON BERLE. See newspaper for time and station.

Command a NEW 1953 Chris-Craft



NEW DESIGN FOR LIVING
New 50-foot Chris-Craft Catalina
with Super De Luxe Sun Deck



New 35-foot Chris-Craft Express Cruiser

New 24-foot Chris-Craft Holiday

P.S. See your Chris-Craft Dealer for information on all new 1953 Chris-Craft. There is one especially for you! Prices range from \$45 for a Chris-Craft Boat Kit up to \$121,750 for a Chris-Craft Motor Yacht.

Chris-Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

MOTOR BOATS • MARINE ENGINES • OUTBOARD MOTORS • BOAT KITS

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

This One



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Good Morning to You



BITE SIZE
WHEAT CHEX



BITE SIZE
RICE CHEX

Wake Up and Enjoy
a New Experience in
GOOD EATING ...

**BUTTERED 'N SALTED
WHEAT CHEX** ... Perfect
bite size appetizers.
Melt 4 T. butter in skillet
over low heat. Add 2 c.
Wheat Chex; sprinkle
with ½ t. salt. Stir while
heating until all pieces are
battered (about 5 min.).
Make 'em with Rice Chex
... but use only 2 T. butter.



Other delicious
Checkerboard Cereals
... Instant Ralston, Regular Ralston

Tempting rice—hearty wheat—
flavor-spun into tender shreds,
toasted to sunny crispness ...
wonderful when your taste
welcomes something morning-fresh.
Take time to enjoy them each day
... those delicious flavors you get in
**THE ONLY BITE SIZE
CEREALS IN THE WHOLE
WIDE, WONDERFUL U. S. A.!**

Ralston Purina Company, St. Louis, MO

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"THE KICKAPOO RIVER IS LOOSE AGAIN"

Heroic Operator helps protect town from flood

**AWARDED VAIL MEDAL FOR COURAGE,
INITIATIVE AND DEVOTION TO DUTY.
HONORED AT CIVIC DINNER.**

It was a quiet Saturday morning in Gays Mills, Wisconsin. A steady rain had pretty thoroughly drenched the town and folks were staying indoors.

Then suddenly a flash came by telephone to Mrs. Wilma Gander, the town's chief operator. "The Kickapoo River is loose again, fifteen miles upstream."

Although Gays Mills did not appear in imminent danger, Mrs. Gander had been through floods before and she had the foresight to see what might happen. So she pressed the button on her switchboard that set off the village fire siren.

Immediately people began calling in and rushing in. "Where's the fire?" they asked.



"No fire," answered Mrs. Gander. "It's a flood. The Kickapoo's over its banks and the flood is headed this way."

Quickly the word was passed. People collected such belongings as they could and made their way to safer places.

Mrs. Gander next alerted the Red Cross, the National Guard and the Army and called in a lineman to help prepare the telephone exchange for high water.

The doors were made as watertight as possible, the switchboard raised on concrete blocks, and an outside telephone line established on an upper floor. Mrs. Gander stuck to her post hours after the crest of the

flood had passed. By warning the town, and keeping telephone service going, she helped to protect the lives and property of hundreds of people.

The story has three other happy endings.

Mrs. Gander was honored by the grateful citizens of the town at a civic dinner. The Bell System awarded her the highly prized Theodore N. Vail Medal and presented a commemorative bronze plaque to the Utica Farmers Telephone Company.

Vail medals, accompanied by cash awards, have been given annually by the Bell System since 1920 for acts of noteworthy public service by telephone employees.



High waters. The Kickapoo River, as it neared its crest, overflowed the bridge near Gays Mills. The water was nearly five feet deep outside the telephone office.

HELPING HANDS--This is one of the many stories of the skill, courage and resourcefulness of telephone men and women in times of emergency. . . . Not all of them tell of the saving of a town or a life. But there is scarcely a minute that someone in trouble or urgent need does not turn to the telephone for help. . . . **BELL TELEPHONE SYSTEM**





Step up to a STRAPPING BIG BUY

IT looks like it ought to cost a lot more money than cars in "the low-price field."

It rides like the proverbial million dollars—because it took that sum and more just to engineer its ride features.

Its hood houses a big, thrill-making, eight-cylinder engine, not a six—and a gas-saving, valve-in-head, high-compression Fireball 8 Engine at that.

It has as much interior room as many automobiles costing hundreds of dollars more—and the handling ease of cars far short of its road-steady weight.

But you ought to step up and look

into the puny price difference between this strapping Buick SPECIAL and those cars usually thought of as "the low-priced three."

You ought to try it for power—just for kicks—and see how much more thrill you get for so few extra dollars.

You ought to try it for ride—just to know what a difference it makes to have coil springs on all four wheels and a ride-steadying torque-tube under you.

You ought to try it for room and size and comfort and handling ease—then take another long look at the price tag it wears.

In all honesty, we think you'll say: "That's a buy too good to miss!"

How about dropping in real soon and proving things for yourself?

Equipment, accessories, trim and models are subject to change without notice.

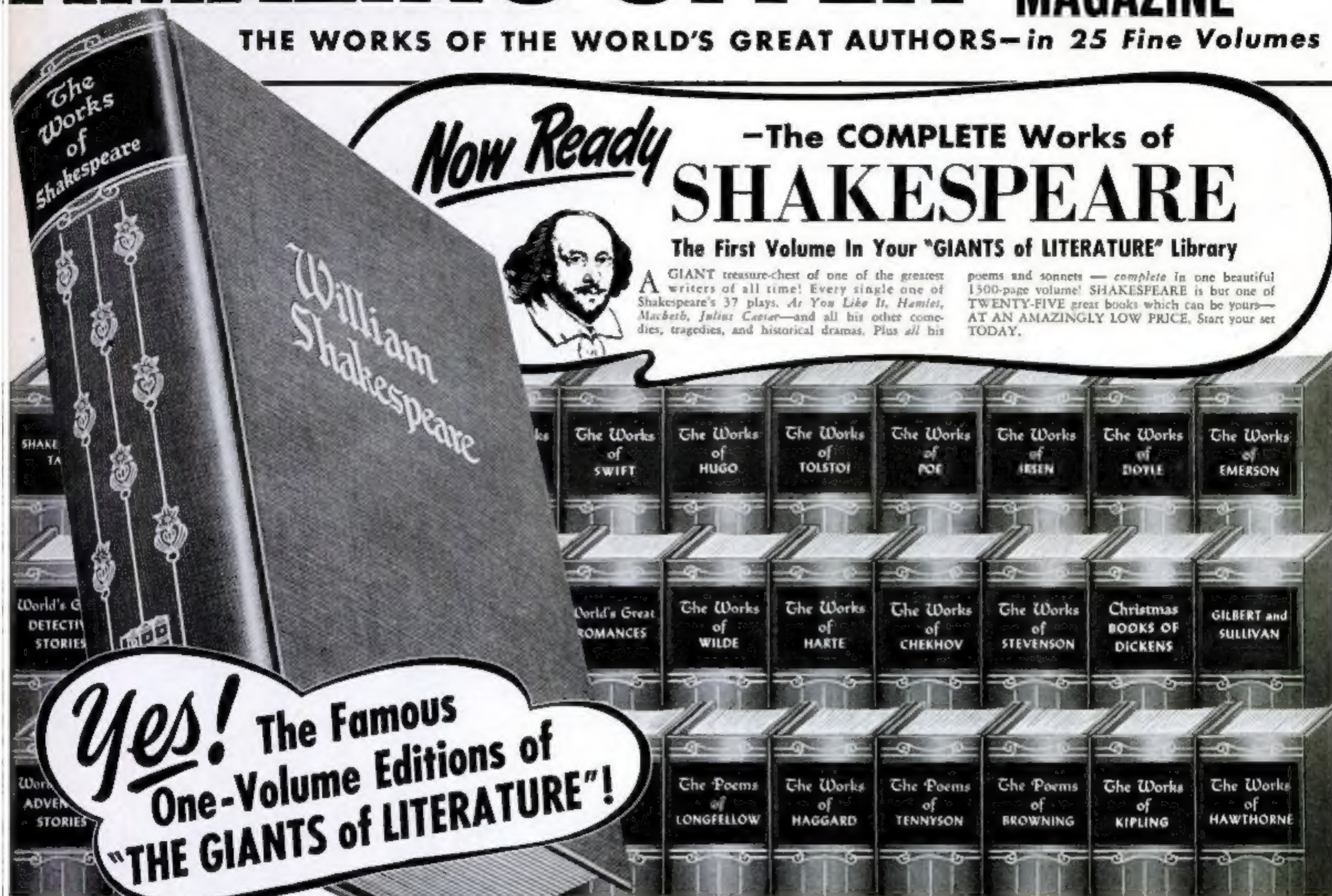
Two great television events:
The TV Football Game of the Week every Saturday
and Buick Circus Hour every fourth Tuesday.



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CLOCK-RADIO

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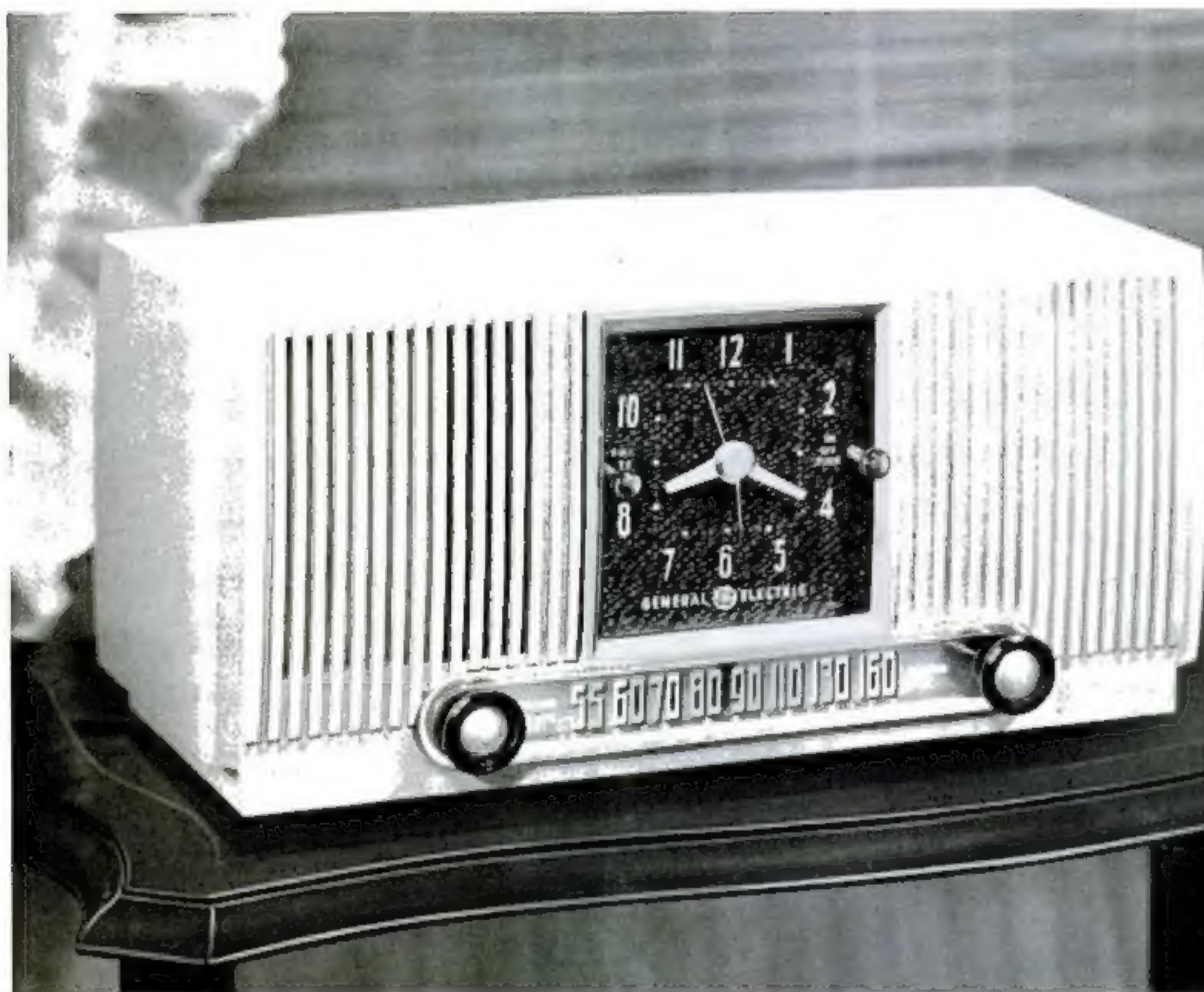
Wakes you to music or news
—records or radio!



Turns itself off
after you go to sleep!



Automatically turns
appliances on or off!



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Now more than ever...the world's most useful radio!

HERE's the famous G-E Clock-Radio with another great new feature: It now plays records, too! With your record player plugged in, it lulls you to sleep to recorded music of your own choice—then turns itself off! And if you wish, next morning your favorite record will wake you, automatically! Handy G-E Audio-Magic Switch gives you one knob control—for volume, for radio, for records. This new model is a super-powered radio, too—10 times more sensitive than ordinary clock-radios. Pulls in distant stations sharp and clear. G-E electric clock tells time in the dark. In mahogany or pearl gray plastic.

General Electric Company, Electronics Park, Syracuse, New York

G-E Clock-Radio prices start at \$29.95*

*Subject to change without notice. Slightly higher West and South.

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A man-sized gift value!

Samsonite Travel-Twosome

**BOTH
FOR ONLY**
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TWO SHITER...\$29.00

SAMSONITE
QUICK TRIPPER...\$19.50

Any man will get a man-sized thrill out of this gift value! A matched set of *two* pieces of Samsonite for less than you'd expect to pay for just *one* piece of such fine quality luggage.

This Samsonite Man's Set is scientifically planned to carry everything a well-groomed man needs for an average trip... wrinkle-free!

And no other luggage has so many distinguished features. A better-than-leather finish, smart long-lasting linings, stitched bindings. And both pieces are easy to pack because they open flat—and easy to carry because of their exclusive streamlined shape and grip-fit handles! At all good luggage and department stores.

SHOWN IN
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Also available in

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Natural Rawhide Finish

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Samsonite

man • tailored *Luggage*



Shwayder Bros., Inc., Luggage Division, Denver 9, Colorado . . . Also makers of Samson Foldaway Tables and Chairs, Folding Furniture Division, Detroit 29, Michigan.



ABOVE: The cases shown open, see how much they carry!

**MATCHING SAMSONITE LUGGAGE
NOT SHOWN** Journeyer...\$27.50
Pullman...\$27.50 Hand Wardrobe...\$35.98*

"Strong enough to stand on"

* ALL PRICES SUBJECT TO EXISTING TAX



"Car-type" safety features with eye-catching beauty make this new Western Flyer the bicycle your youngster will be proudest to own! "Lifetime" electronic-welded frame. 3-way rear directional lights. Famous New Departure or Bendix Coaster brakes. Davis DeLux white sidewall tires. Knee-action front fork. Full year guarantee. Boys, Girls. **\$70.95**



Styled like a police motorcycle, this tricycle has a siren, large windshield, flashlite type spot light, adjustable "radio aerial"! Frame is durable 1 1/4" steel tubing with embossed step plate. Puncture-proof tires, easy-rolling nylon bearings in all 3 wheels. Smartly finished in gleaming black and white! 12" wheel **\$16.95** 16" wheel **\$18.95**



Play pioneer with this authentic Early American Transportation Set. Educational! Fun! Includes Springfield Freighter, Covered Wagon, Stage Coach... each in full color with driver and horses *plus* an extra horse team! Large play-size models sturdily built of steel and plastic. Comes in carton designed as Western "street scene" to serve as background. **\$4.95**



Perfect play-companion! Your child will cherish this little Cuddly Bear... from his soft cinnamon-colored coat to his flesh-pink ears, nose and paw! (So cute and cuddly, even the grown-ups love him!) Made of soft, stuffed, two-tone rayon plush with vinyl nose and mouth. Painted features, sewed-in eyes. Squeaker in tail. Two sizes: 20" **\$4.89** 15" **\$2.98**



The Pick of America's Most

Just a Few of the Hundreds of Christmas Values Your



For "little mothers" to take dolly a riding! This Folding Doll Carriage is stylishly designed in French Blue leatherette with aluminum and white enamel finished frame. 3-bow adjustable hood, multiple spoke wheels, sewn decorative strip on body. Frame is made of heavy gauge steel for longer wear. Body size 17 1/4"x8", handle 21 1/2" high. **\$4.95**



She's a Gibson Girl! With her soft "coo" voice and big fluttering eyes, this famous doll brings joy to little ladies' hearts! Latex washable body. Soft vinyl head has curvable Saran wig with Gibson Girl pompadour. Dressed in taffeta skirt, lace trimmed blouse, straw hat, shoes, socks, knit panties. Gibson, Sr., 21" **\$9.95** Gibson, Jr., 16" **\$7.95**



Everything to do the dishes just like Mom! This amazingly complete Doll-E-DoDish Set inspires early work-play cooperation. Set features accurately scaled utensils and nationally famous cleaning products. Includes dishpan, rack, sink strainer, apron, dish mop, brush, dish towel, dish cloth, sponge, Brillo pad, 2 packages of cleaning products. **\$1.98**

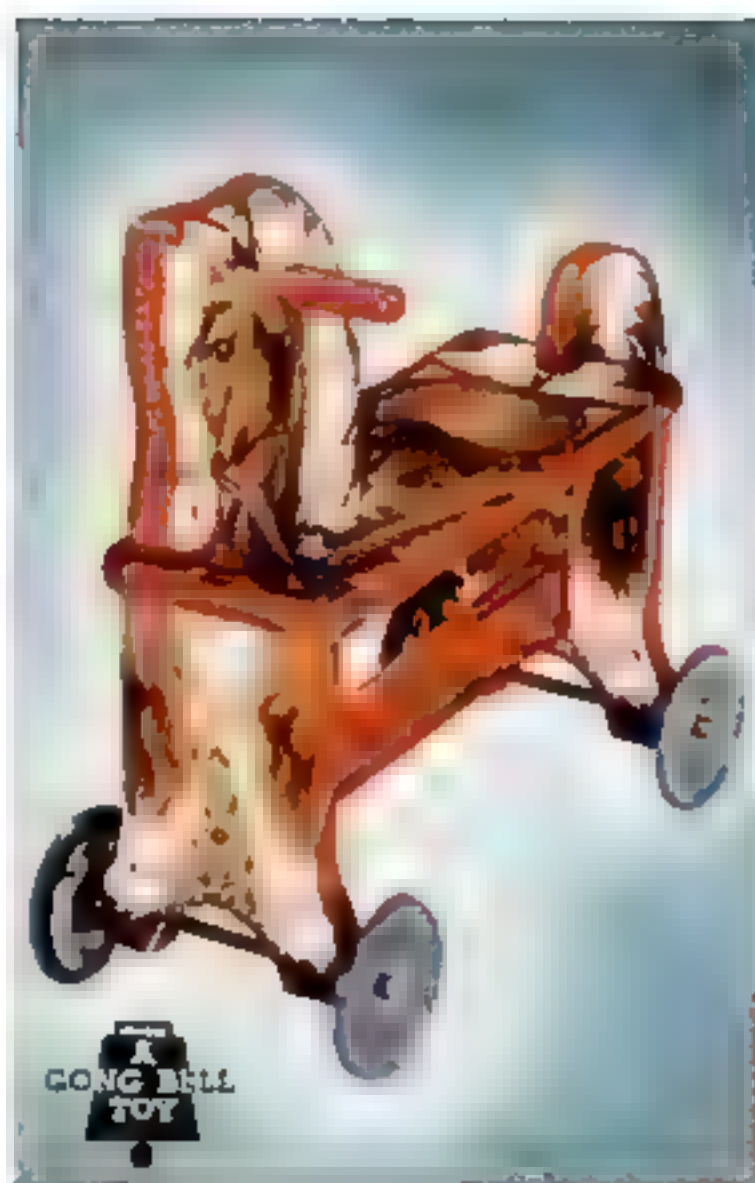


Tallulah, The Talking Lamb is a toddler's delight! Pull her along, and this frolicking, fun-lovin' little lamb waggles her tail and bleats out with a long "Baaaa"! All-plastic lamb stands 11 1/2" high on bright colored plastic 4-wheeled platform. All features are life-like... carefully painted on by hand! This exciting pull-toy makes the perfect gift! **\$3.98**

CHECK THE ONES YOU WANT!...SEE THEM ON DISPLAY NOW AT ANY OF THE 3100 WESTERN AUTO



All aboard for miles of fun with this authentic styled Freight Train! All-metal set features streamlined engine with ringing bell, electric headlight! Tender with imitation coal. Sand car. Caboose. Automatic start-stop attachment for switching, station stops. Tempered steel spring clock mechanism. 4 straight, 8 curved track sections included. (E4200).....\$3.49



"Jingle jangle" horse provides hours of fun for young riders! Bells on the reins, plated chimes in all four wheels ring merrily as this sturdy wooden horse rolls along. Extra strong enameled steel wheels. Beautifully lithographed in gay, sparkling colors. Over-all length is 19", height 16". A long-lasting toy favorite for children ages 1-4. (E4504).....\$2.95



Every boy's dream is fulfilled in this handsome Frontier Repeating Cap Rifle! 35" long. Designed from an exact pioneer days' replica, with sturdy walnut color plastic butt and hand grip. Rear sight, trigger guard, and all working parts are bright metal. Smoke swirls out blued metal barrel when gun is fired! Shoots standard roll caps. (E5610).....\$3.98



Like the champs use! Junior size boxing gloves with all the famous Benlee features of quality, durability, appearance. Fine selected wine color sheepskin. Stuffed with specially washed and treated genuine boxing glove hair. "Flat Form" thumb.
E9150 4 oz., ages 4-8, Set 4.....\$4.65
E9151 6 oz., ages 7-12, Set 4.....\$5.95
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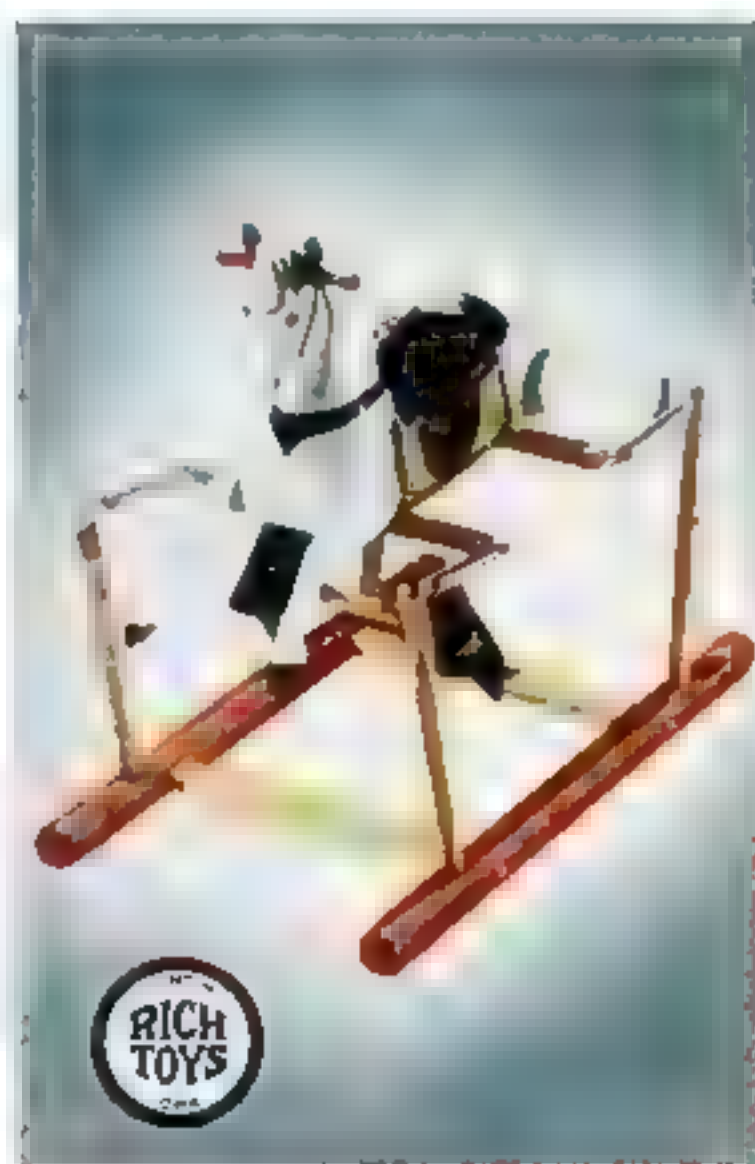
Famous Gifts - At Western Auto!

STORES AND ASSOCIATE STORES

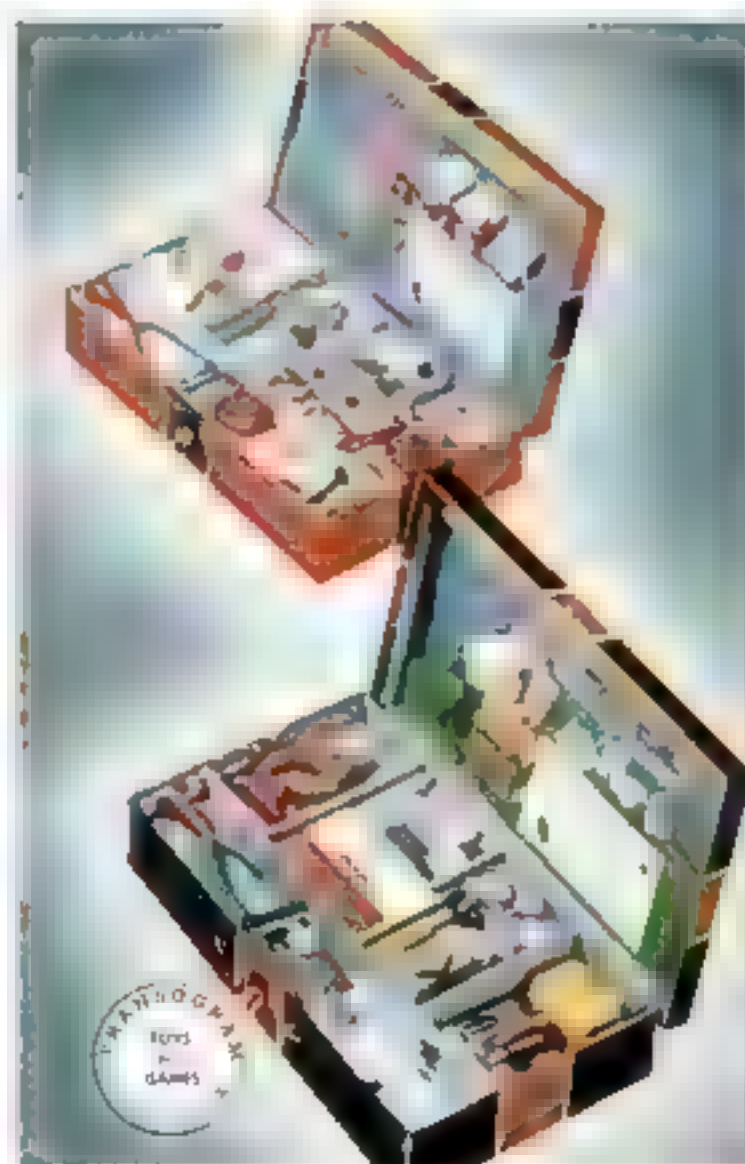
Western Auto Man Has for the Entire Family:



Your boy will be sparkin' for action with this "Smoky Joe" Double Gun & Holster Set! Two Texan, Jr. repeating cap pistols fit into genuine black leather holsters trimmed in white leather, with a medallion in antique finish on front... plus other jeweled medallions, nickel-plated studs. Complete with 4 bullets, authentic Western belt buckle, keeper, tip. (E5635).....\$4.98



Ride 'em cowboy! This peppy Bouncing Spring Horse promises the youngsters real "rodeo" fun! 20 1/2" high, with rubber tips to prevent slipping or marring floors. Horse is suspended on four springs for safe, realistic action. Body and head made of moulded plastic. Extra heavy hardwood platform. Two tone bells ring when horse is in motion! (E6502).....\$16.95



Little doctor and nurse sets designed for hours of exciting, wholesome play! Packed with realistic miniatures of instruments used by professional doctors, nurses. Thermometer, uniforms, stethoscope, X-Ray machine, bottles, charts, pill boxes—many other pieces of sturdy, safe plastic. Carrying kit. Little Country Doctor Kit (E6406).....\$1.95
Little Play Nurse Kit (E6407).....\$1.95



For a brighter Christmas decorate your tree with Noma Lights! 7 Light Multiple Indoor Set. Each light burns independently of the others to prevent all lights going out at once. Equipped with washers to keep lamps tight in sockets... free of trouble from metallic decorations. 3 foot lead with special new Safety Fuse Plug. 18" spacing between lights. (E7800).....\$2.49

STORES AND ASSOCIATE STORES FROM CANADA TO THE GULF.

NOTE: Western Auto Associates doesn't own their own stores and set their own prices, terms and conditions. Prices may vary due to differences in local conditions. If you do not know the location of your nearest Western Auto store, write Western Auto Supply Co., 2107 Grand, Kansas City, Mo. 64112

Two Borden rewards for clever housewives

Make a perfect mince pie with **NONE SUCH**

Why do mince pies made with None Such come out so fine every time?

Because—the 21 quality ingredients in None Such never change. A constant formula keeps them in perfect proportion. This insures a perfect blend at all times.



Bake wonderful mince cookies, too.

Under a pie crust or in cookies, you'll discover there's nothing so good as None Such. Ask for it at your grocer's today!

Save 10¢ on None Such Mince Meat with coupon in special packages of Crustquick.* At your grocer's...

*Trade mark of General Mills.

Thrifty **STARLAC** makes healthful nonfat milk for only about 9¢ a quart

A tall, cool glass of Starlac tastes mighty good with any meal! And Starlac's so nutritious, too. For Starlac is milk—top-quality pasteurized milk—with only the fat and water removed. You get the same amount of proteins, minerals, B vitamins and calcium as you get in regular milk.

For drinking, make as much or as little Starlac as you want. For more nutrition in your cooking, use Starlac in your "made-with-milk" recipes—in liquid or dry form. It's delicious! It's economical, costs only about 9¢ a quart! Get Starlac today at your grocer's!



All aboard! All a-Borden's! It's Elsie's Good Food Line!



©The Borden Company

Borden's foods must be good—folks buy more food packages carrying Borden's brand name than any other in the world!

A black and white illustration of a woman in a dark, patterned dress with a large, flowing skirt, holding a large, ornate fan. She is standing in front of a stylized cityscape featuring a prominent dome and other buildings.

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UNDER \$20! 4-piece place setting. Includes luncheon knife, luncheon fork, teaspoon, salad fork. Pattern shown: *Blossom Time*—creating a new and unusual balanced setting.



UNDER \$25! 5-piece place setting. Includes luncheon knife, luncheon fork, teaspoon, salad fork, cream soup spoon. Pattern shown: *Joan of Arc*—a design of classic simplicity.



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FIVE NEW WAYS TO START YOUR COLLECTION OF *International Sterling this Christmas*

International Sterling presents a series of individual place-setting plans...designed to help *you* start collecting your sterling silver

OF COURSE you've planned on having sterling flatware *some day*. But now you can own the very finest—without waiting any longer!

This Christmas, the makers of International Sterling introduce place-setting plans whereby you may begin your collection *now*—buying what you need, at the price that fits your budget.

For example, you might start with a 3-piece place setting—for only \$13.75! Later on you can add the other pieces—one by one, if you like. (You pay no more for International Sterling if you buy it by the piece instead of by the full place setting.) The chances are you'll have a complete service in no time

at all—once friends and relatives hear of your project!

But whether you start with a single teaspoon or a complete service, you'll find that nothing quite matches the thrill of owning, the pride of using, International Sterling.

Fifteen artist-designed patterns...created in the great traditions of Early American silversmiths...each, truly, the solid silver with beauty that lives forever! Why not make your selection today—and then start hunting!

(All prices include Federal Tax.)

*There is an additional charge of a few dollars for patterns of extra-heavy weight such as *Royal Danish*, *1810*, and *Richelieu*.



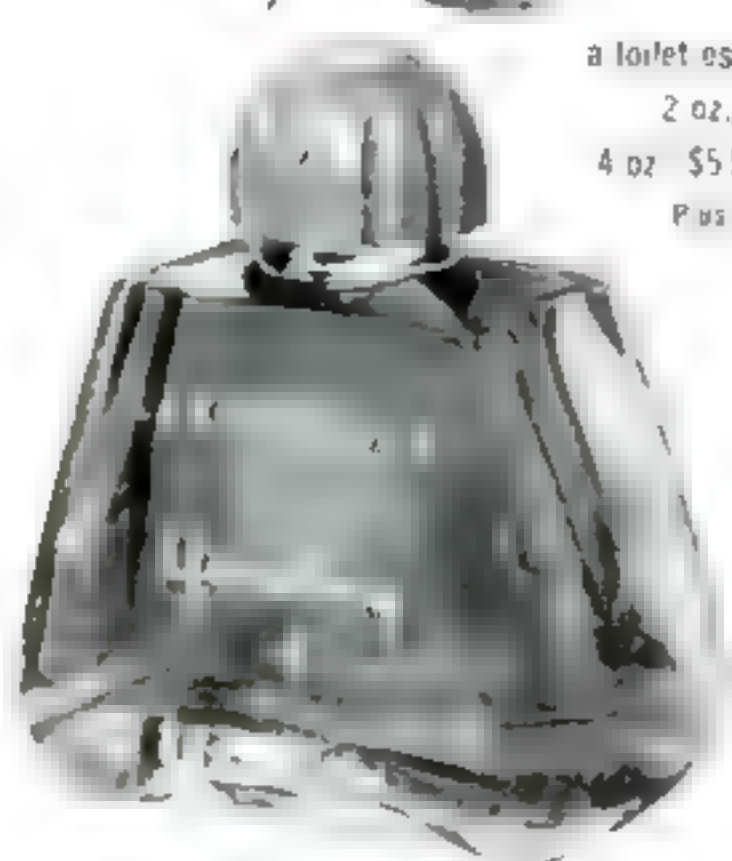
\$55 COMPLETE! Are you dreaming of a silver Christmas? Perhaps your dreams look something like this! Shown here, the International Sterling "Starter Service" —all the basic pieces you need to set a charming holiday table. It consists of four 3-piece place settings, including luncheon

knife, luncheon fork and teaspoon. Pictured with the delicately beautiful *Prelude* design — a pattern that harmonizes with every table setting. This starter set is available in any of the International Sterling patterns shown on these pages.



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LETTERS TO THE EDITORS

ACTION IN KOREA

Sirs:

You can imagine my surprise and pleasure in reading the account of my son, Pfc. Albert Lang, the Marine whose company was cut off in Korea ("Korean Issue," *LIFE*, Oct. 27). I thought perhaps you would like to hear what Al wrote me about the attack *LIFE*'s correspondent described:

"Hope you haven't been too worried about me for not writing. I'm still alive but I don't have any idea why. . . . I got word over the radio that Lieut. Moody had organized a platoon from Item Co. to rescue us. If they couldn't do it this time this was the end of the line for us. About 5:30 a.m. they came up the hill and I called them by radio and gave them positions of the enemy automatic weapons. The gooks were then knocked out and at 6 o'clock we were liberated. In all my life I have never been so happy to see a bunch of Marines. They looked like a John Wayne movie. When we got back to our lines the skipper and the exec. were waiting for us with a case of beer. . . ."

A. M. LANG

Los Angeles, Calif.

Sirs:

The fighting stand of the 9th ROK Division at White Horse Hill left me with a feeling of fraternal pride. When I was in Korea (April '51) the ROKs were prone to melt away, leaving us surrounded by Chinese. Successful surprise parties often ensued, complete with uninvited guests, fireworks and sundry trimmings, and an exciting time was had by all.

Judging by current reports, the ROK army has now come of age. This reflects a spirit in the Korean people that compares favorably with that of any nation we have ever attempted to befriend, and goes far toward justifying the sacrifices we have made in the name of liberty in the Korean campaigns.

W. B. WOODBRUFF JR.

Decatur, Texas

LIFE'S COVER

Sirs:

Congratulations on the cover picture for *LIFE* of Oct. 27. Jon Lindbergh is a truly handsome guy, and I'd like to see more of him. . . .

BETTY JANE EASTMAN

Arlington, Va.

POLIO VACCINES

Sirs:

You mentioned in your polio story, "The End of Polio Is in Sight at Last" (*LIFE*, Oct. 27), that there were three

types of polio virus, and you gave them rather extraordinary names: "Lansing," "Leon" and "Brunhilde." Where did these names come from?

SUSAN CARNEY

Nyack, N.Y.

● The Lansing type is named for Lansing, Mich., where a virulent strain was obtained in 1938. Leon was the first name of a Los Angeles boy in whom this type was found in 1937. Brunhilde, a Johns Hopkins chimpanzee who liked to strike operatic poses, was the experimental animal used to isolate the type bearing her name.—ED.

THE DEMOCRATIC BRONX

Sirs:

In the editorial comment on one of your letters you have the nerve to state that your article on the East Bronx could be interpreted by anyone as being pro-Democratic!

PETER VON STEIN

Providence, R.I.

● For reactions of one Democrat and one Republican, see below.—ED.

Sirs:

Your article, "Melting Pot Politics" (*LIFE*, Oct. 27), was most interesting and shows what a factor a political party can be in a community when it properly applies itself.

EDWARD T. GALLOWAY

Member, N.Y. State Assembly

New York, N.Y.

Sirs:

As the Republican opponent of Isidore Dollinger (who won.—ED.), in the Bronx, I most respectfully submit that the over-all impression of your article has had a very destructive effect upon the morale of the many worthy people who constitute the rank and file of the Republican organization in my area. . . .

SIDNEY FLAUM

Bronx, N.Y.

BATON TWIRLERS

Sirs:

Our band was very interested in the article on "Oklahoma's Fire Twirler" (*LIFE*, Oct. 27).

We recently featured a show of this kind at one of our Ludington High School football games. Our baton twirler was a 12-year-old girl, Cindy Nason. Here is a time exposure which shows the flaming baton whirling, with Roman candles in the background.

DORIS ANN SOUTE

Ludington, Mich.

CONTINUED ON PAGE 20



GIRL FIRE TWIRLER (CENTER), ROMAN CANDLES ROOF FOR LUDINGTON

“Am I...
really Jimmy
Durante?”

(SEE ANSWER BELOW)



Spark plugs also look alike but **AUTO-LITE** gives
SMOOTHER PERFORMANCE...QUICK STARTS

OF COURSE, there's only one Schnozzola but even the great Durante can have a look-alike, just as spark plugs have look-alikes. But don't be fooled by appearances. For smoother performance and quick starts, replace old, worn-out spark plugs with world-famous Resistor or Standard type Auto-Lite Spark Plugs.

If you thought the man shown above was Jimmy Durante, you were wrong. He's Lou Henry, of Santa Ana, California, who is

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When acid indigestion wrecks your sleep, don't toss and turn. Simply eat a couple of TUMS. No water needed. Relief comes quickly. For, almost instantly, TUMS neutralize the excess acid that causes you stomach discomfort. Gas and heartburn fade away. You can sleep! The sleep that follows TUMS is sound, natural sleep. For TUMS contain no soda; there's no acid rebound to disturb you later.

AFTER EATING... Take a couple of TUMS after breakfast, lunch, dinner. It's the speedy, pleasant way to ward off gas, heartburn.

AFTER SMOKING... Sweeten your mouth and stomach with TUMS—and smoke all you like. Eat TUMS like candy mints. No water needed.

AFTER DRINKING... Eat or drink too much? Food too rich? Take TUMS. Almost instantly TUMS relieve acid distress. You feel fine.

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a roll



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NO SODA

FOR THE TUMMY

LETTERS TO THE EDITORS

CONTINUED

CHICAGO'S ART COLLECTORS

Sirs:

"Fabulous," for once, is an understatement ("Chicago's Fabulous Collectors," LIFE, Oct. 27). I never again expect to see so many really prime-quality paintings depicted on 10 pages. Arnold Newman deserves much praise for his color photography.

J. BLANKFORD MARTENET

Baltimore, Md.

Sirs:

For heaven's sake please stop insulting our intelligence by reproducing so much impressionistic, abstract contemporary paintings and sculpture.

HAZEL McELROY PUCKER

Marinette, W. Is.

Sirs:

If you intended to tantalize your readers you succeeded, at least in one case. Why do you find it more important to tell us on page 93 that Giacometti, the Swiss sculptor, modeled and cast something that looks like a piece of corroded brass pipe—and never even mention on the following page that beautiful thing standing on the table near Mrs. Block?

RUTH EIS

Newark, N.J.



• This is one of the "Rocking Chair" bronzes done by British Sculptor Henry Moore.—ED.

THE MUFTI'S STORY

Sirs:

After reading "Mystery Man of Islam Speaks" (LIFE, Oct. 27), I feel you have performed an outstanding piece of journalism in presenting the Arabic side of a most vexing problem. But it is to be noted that Abba S. Eban, Israeli ambassador to the U. S., recently said, "An Arab nationalism which maintains hostility toward Israel forfeits its moral title in the issues of Morocco and Tunis."

GUY D'AULBY

New York, N.Y.

Sirs:

Even under the pretext of presenting a variety of viewpoints on the Middle Eastern situation it is incomprehensible to me how LIFE can dignify the opinions of so discredited and jaundiced a man as Haj Amin el Hussein. . . .

BOOTH COLMAN

Hollywood, Calif.

Sirs:

As a teacher who has lived among the Arabs for three years and expects to return soon, may I commend your courage in printing "Mystery Man of Islam Speaks"?

CONTINUED ON PAGE 22

ONLY

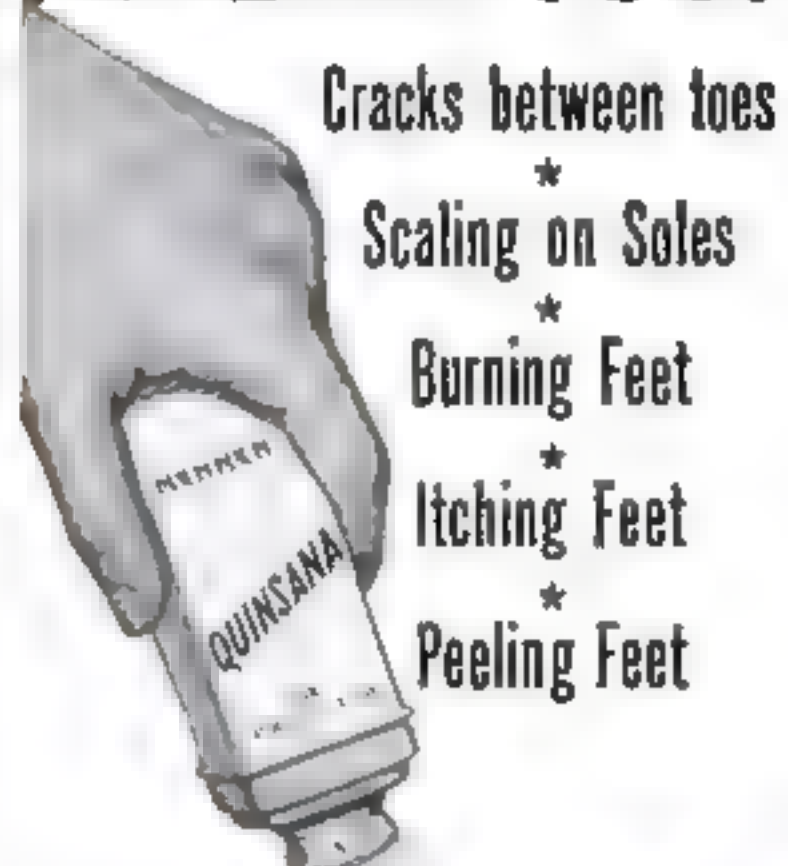
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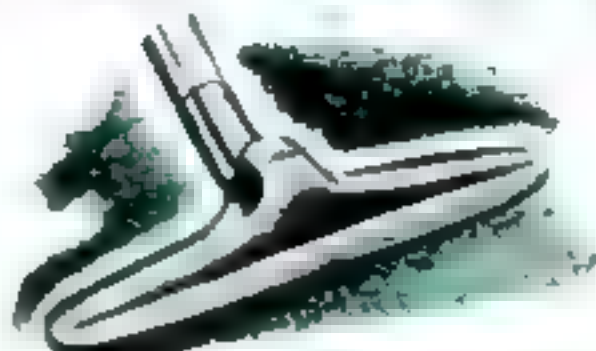
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WHISK AWAY dog hairs, stubborn lint, ingrained dirt! Amazing new Eureka #60 Rug Nozzle with full floating brush gets 'em fast! Raised "glider shoes" mean much easier action on all types of rug.



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Wilkes-Barre, Pa., Widow



Holdup Less Thursday— Claim Payment Friday!

"... The holdup occurred Thursday, November 16, 1950, in a store operated by our assured, and on Friday, November 17, your Claim Department delivered a check for \$839.00 in payment of the loss. Naturally, our assured was amazed—and impressed."

Pittsburgh, Pa.,
America Fore Agent

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—President, Life Insurance Company



"Will Always Insure With Your Company"

"I wish to thank you for the prompt and satisfactory way in which you took care of my claim, and I will add that as long as I carry insurance, it will be with your company..."

Arkansas City, Kan.,
Businesswoman



Unheard-of Promptness

"Thank you for your very prompt service in settling my claim. Never in all my insurance experience have I had a claim handled so courteously and so promptly..."

Buffalo, N. Y.,
Manufacturing executive

*Original letters on file in our home office.

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LETTERS TO THE EDITORS

CONTINUED

Whether the West likes the man or not, we must nevertheless pay attention to the views of Haj Amin el Hussein, for he is one spokesman for the millions of Arabs who have been disillusioned by the West's unenlightened policies. . . .

RICHARD C. YORKEY

Ann Arbor, Mich.

Sirs:

... Calling him a man of mystery is vulgar. The man is the terrorist, gangster and butcher of the Middle East. His activities are mysterious only in that he himself does not know where he will end up, or what other nefarious venture he will launch in the future.

HARRY M. MILLER

Baltimore, Md.

Sirs:

I am getting sick and tired of hearing about the "poor Arab refugees" who have been "driven" out of their "homeland" by the Jews.

I spent 2½ months last year photographing Israel, and I have seen the "homes" the Arabs left behind. They were filthy one-room mud huts no better than the tents they are now living in. . . .

Why doesn't the mufti get these Arabs to make some of the Arab land arable and livable . . . instead of letting them sit around in tents like refugees? I'll tell you why. Simply because he wants them to look like martyrs for political reasons.

RUTH ORKIN

New York, N.Y.

HALLOWE'EN ART

Sirs:

Elizabeth, N.J. had nothing on Jersey shore cities ("Jersey Says No Soap to Halloween," Lark, Oct. 27). Long Branch and Belmar in particular had spectacular displays painted on windows by local school pupils. It was amusing to note the "pin-up" pulchritude injected into the Halloween spirit by both boys and girls. This glamorous witch (below) seems to have stepped right out of a comic book.

ALEX LISCH

Allenhurst, N. J.



JERSEY WITCH

Sirs:

Here in Ontario we have been promoting this type of Halloween fun for the past six years for the teen-age girls of the community. Each year the event has grown in popularity and each year the public interest has taken tremendous strides.

M. ZWICKEL

St. Thomas, Ont., Canada

CONTINUED ON PAGE 25



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TOOTH PASTE

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twice as effective
to stop bad breath

And cleans teeth cleanest
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43¢
and
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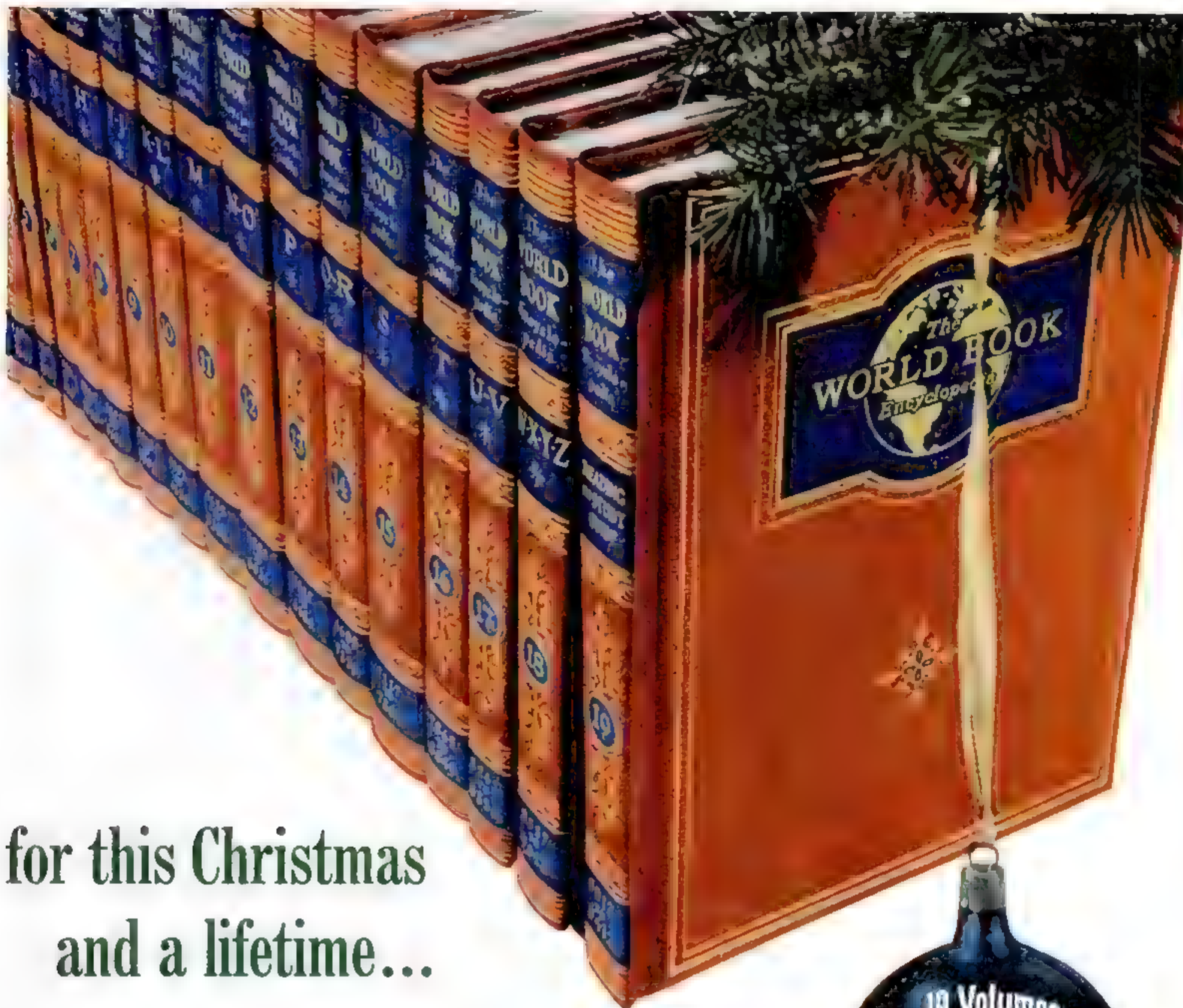
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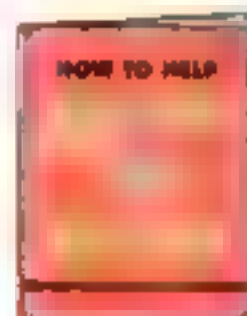
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"Dear diary, now I know he loves me!"

"... now I know that my dearest dreams are coming true at last!

"For there under the tree is the beautiful Lane Cedar Chest I've longed for—his Christmas gift to me.

"Oh diary, now I can begin to make those sweetest of all plans—to gather the lovely things I want for my trousseau. (My cedar chest will help me, too—people *always* know what to give the girl who owns a Lane!)

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Many Lane Chests at...

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Also makers of Lane Tables.

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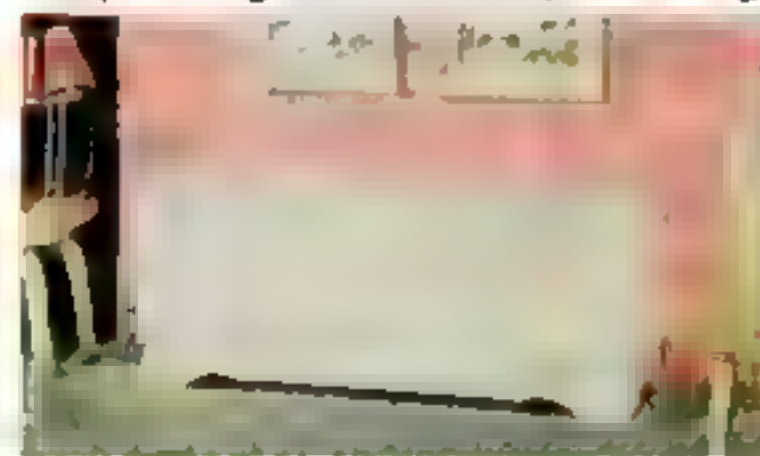
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This offer good only in U. S. A.

LETTERS TO THE EDITORS

CONTINUED

UNSOLID SOUTH

Sirs:

Cheers for Robert T. Elson's "The Unsolid South" (LIFE, Oct. 27). I get so mad when they call us solid!

MRS. E. F. HENRIQUE Jr.
New Orleans, La.

Sirs:

Your report on our political upheaval indicates that the Solid Supine South, until now held in gentle contempt by the rest of the nation, may begin a new era of political self-respect.

But we are burdened still by the tenaciously genteel, who cling to an archaic social value in party labels—Southerners who "could never vote Republican!"

L. H. CROCKETT
Seven Mile Ford, Va.

Sirs:

Mr. Elson errs in stating Arkansas is the only Southern state where the traditional pattern of Democratic regularity still holds. I have never seen anything more tradition-defying than the way Democrats for Eisenhower have worked for Ike despite opposition from both newspapers in Little Rock.

MARGARET C. HUGEN
Little Rock, Ark.

● In the election result, the tradition of Democratic regularity did hold, although Arkansas gave Stevenson a margin of only 40,000 votes. Of the five Southern states Elson said were most vulnerable to Eisenhower, three did go for him—Virginia, Florida, Texas. The two others went for Stevenson by small margins—31,000 in Louisiana and only 2,000 in South Carolina.—ED.

CINERAMA

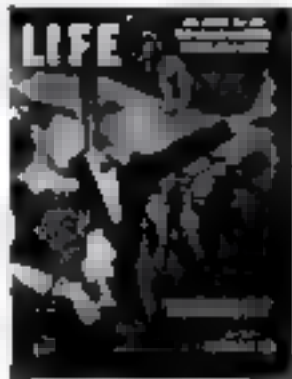
Sirs:

About the Cinerama (Speaking of Pictures, LIFE, Oct. 27): this same type of movie projection was used during the last war for training gunnery students in the Air Corps.

SEHRIN FOX
Woodridge, N.Y.

● Right. It was called the Waller Flexible Gunnery Trainer after its inventor, Fred Waller, who also built the Cinerama. —ED.

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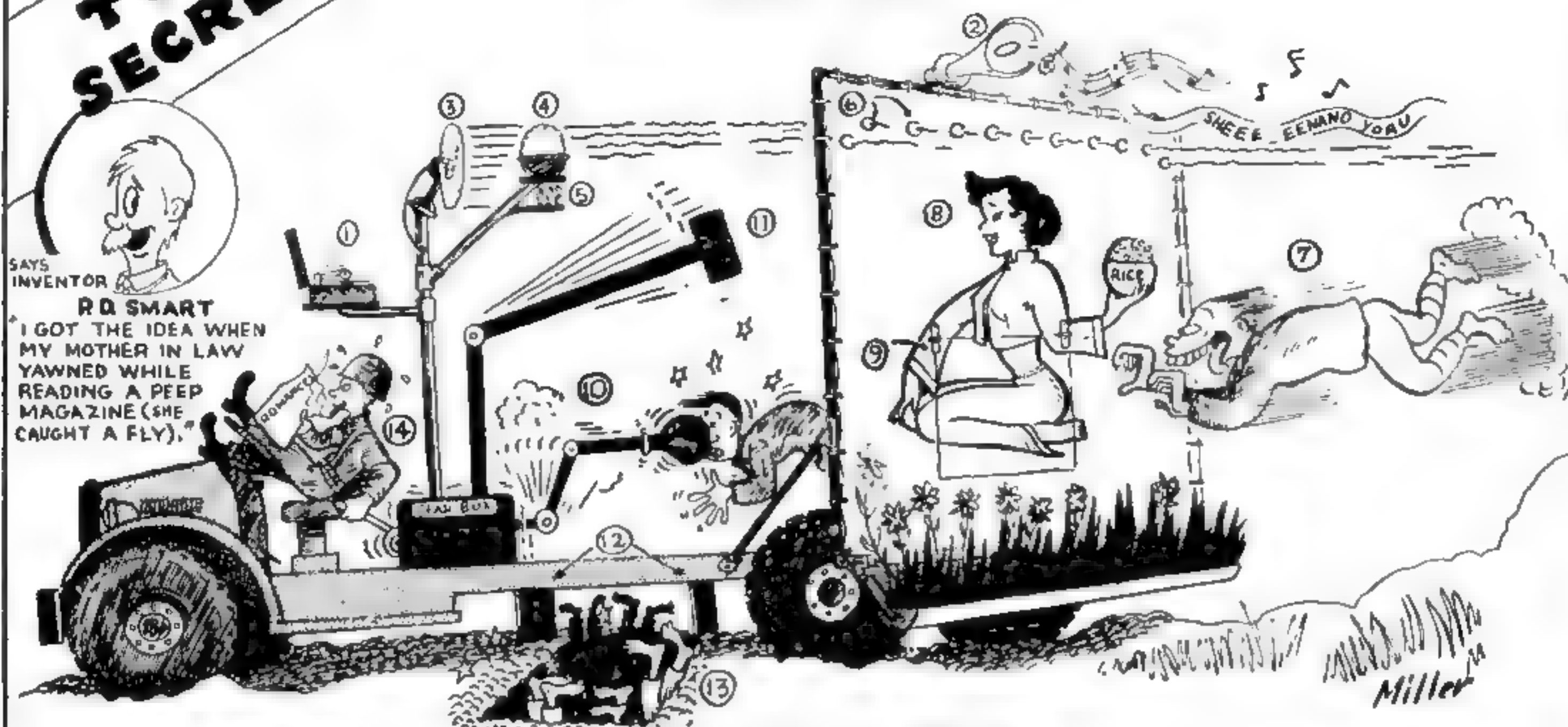
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TOP SECRET →

OUR LATEST SECRET WEAPON!!!
IT'S THE NEW, TOP SECRET "COMMYTRAP," WHICH
WAS UNVEILED RECENTLY ON THE EAST WEST
CENTRAL FRONT



SAYS INVENTOR
R.D. SMART
"I GOT THE IDEA WHEN
MY MOTHER IN LAW
YAWNED WHILE
READING A PEEP
MAGAZINE (SHE
CAUGHT A FLY)."

HERE'S HOW IT WORKS

PHONOGRAPH ① PLAYS "CHINA NIGHT" WHICH COMES OUT OF LOUD SPEAKER ②, FAN ③ BLOWS AROMA OF HOT RICE ④ KEPT HOT BY BURNERS ⑤ THROUGH HOLES ⑥. CHINESE SOLDIER ⑦ HEARS MUSIC, SMELLS RICE AND SEES PAINTING OF A CHINESE GIRL ⑧. HE MAKES A FLYING TACKLE BUT DOESN'T SEE TRAP DOOR ⑨. CRASHING THROUGH IT, HE IS RABBIT PUNCHED BY STEEL ARM AND FIST ENCASED IN BOXING GLOVE ⑩ HAMMER ⑪ COMES DOWN AND HITS HIM IN BACK OF HEAD, KNOCKING HIM THROUGH TRAP DOORS ⑫ INTO HOLE ⑬. "COMMYTRAP" OPERATORS MUST HAVE AN I.Q. OF AT LEAST TEN AND GO THROUGH FIVE MINUTES OF INTENSIVE TRAINING. OH YES, ⑭ IS THE OPERATOR.

A RUKE GOLDBERG TYPE INVENTION, ADAPTED TO KOREA, SHOWS A WAY TO PICK UP CHINESE PRISONERS WHICH IS FAR SUPERIOR TO NIGHT PATROLLING

SPEAKING OF PICTURES...



"This man feels he should be rotated—
ride him around the base a few times."

... GIs see a funny side to Korean war

After their defeat in World War I, the superefficient German General Staff set out to determine the weak and strong points of their conquerors and came to the conclusion that one of the basic factors in the fighting power of the Western Allies was their sense of humor. If the Prussian generals were right, then the Americans in Korea have a secret weapon even better than the strange contraption above. Almost daily the *Stars and Stripes*, Pacific edition, runs cartoons by GI contributors from Japan and Korea. The best of these have been assembled in a book, *Out of Line* (Tappan Printing Co.), from which the cartoons on these pages have been taken.



"You seen our pack mule?"



"Hello service battery? You better get hold of some ordnance people and come on up here. Somebody's fouled up somewhere!"



"I say there . . . are you the young man from Pennsylvania who wrote his congressman?"



"Ohio? What part?"



"Most amazing case, colonel. What stumps us is how he removed his helmet."



"Hey, fellows! Look what special services gave us!"

Brushing Teeth Right After Eating with **COLGATE DENTAL CREAM** **STOPS BAD BREATH** **AND** **STOPS TOOTH DECAY!**

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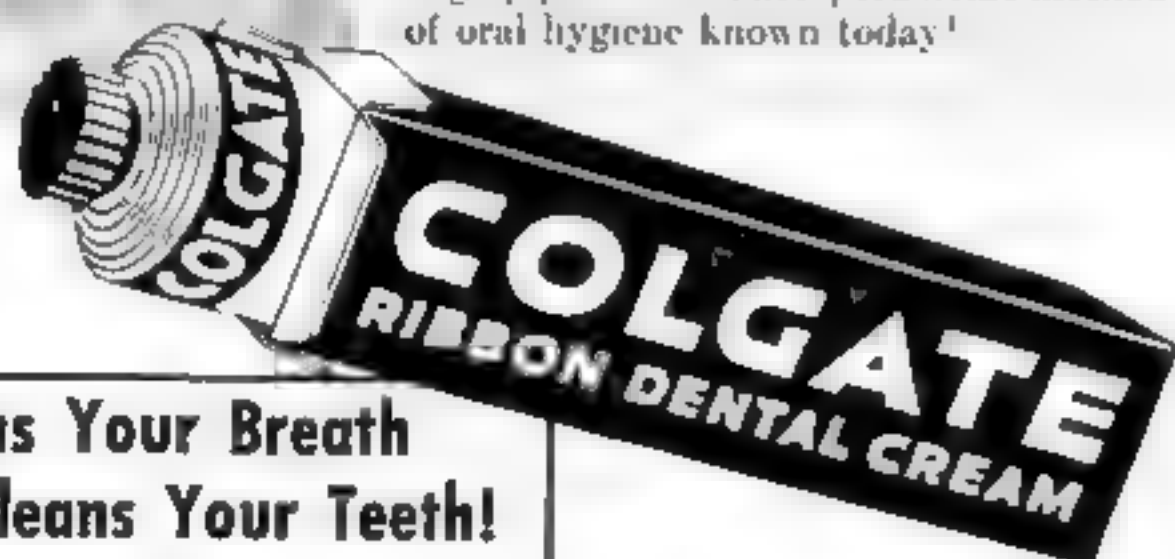
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While It Cleans Your Teeth!**

**PURE, WHITE, SAFE COLGATE'S
WILL NOT STAIN OR DISCOLOR!**

GI CARTOONS CONTINUED



DEATH IS A PUNCH LINE

The humor of the GI in Korea could, leaving out references to rice or geisha girls, be the humor of GIs in any war anywhere. The staples are there: the frustrated boredom of a foxhole or the longing for feminine companionship—any kind (below)—that is the result of a womanless existence. The GI's basic battlefield humor is usually a bit too grim for the civilian. An outfit which has a chicken colonel, addicted to leading suicidal charges by long-distance telephone, will get a big laugh if the colonel, grabbing the deepest bunker on the mountain, climbs down into it and blows himself up on an enemy booby trap. The combat soldier does not even need the brass as a laughing stock to see something funny in death. He can make a joke out of his own mortality even if it is built around the lone survivor of battle (bottom).



"Now don't go gettin' any ideas—
The good lookin' one is my date."



"If you're looking for 'A' Company . . . I'm it."

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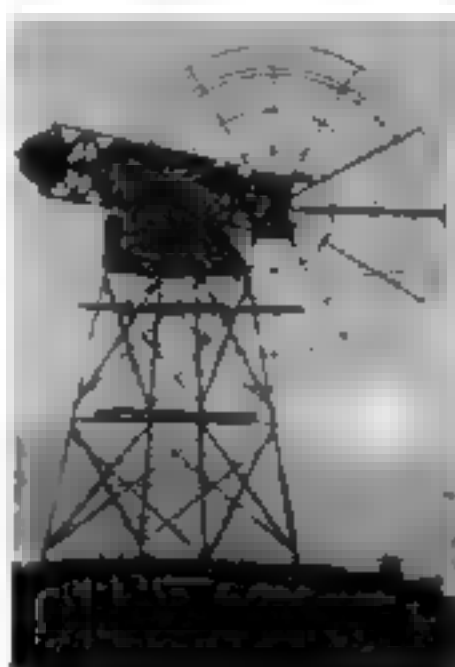
For everyone on your gift list, there's a smart, smooth-gliding Parker this season. Yes, even for those for whom you usually spend less than \$5.00.

And remember, your friends *know* the difference. A world-famous Parker means so much more to them than any other gift pen. The ingenious New Parker "51" is just one example. It contains no rubber parts to fail. So your gift is truly as *lasting* as it is welcome. (Actually there is no known limit to the life of this pen!)

And always there is such a warm feeling that goes with any Parker. Pride is part of it, of course. For 64 years of Parker skill go into the creation of each pen.

But beyond that, the contour of a Parker is so at home in the hand. The action is so taut and nimble—and *instantaneous*. Writing becomes almost as easy as talking!

To make your gift dollars go farther, see all the new Parker Pens at your dealer's now. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.

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UNDER PAN-AMERICAN COPYRIGHT CONVENTION COPYRIGHT 1952 BY TIME INC.ABILENE'S CELEBRATION
OF A PASSING EVENTSIXTH-GRADERS WHO
WILL ALWAYS BE HEREA MACHINE THAT FINDS
PERMANENT STARSTHE PARKING PROBLEM,
WILL IT EVER END?

THERE'S A PASSING—AND A PERMANENT—SHOW

Life generally, like LIFE the magazine, is concerned with both the ephemeral and the permanent. Along with most of LIFE's readers, the editors have been deeply interested in the 1952 presidential campaign, the results of which are analyzed on pages 33 through 41. But we're just as concerned with something which doesn't blow away with the November leaves, the sixth grade (pp. 145, 154).

An institution nearly one thousand years old, the British monarchy, is brought up to date with the new queen's first speech to Parliament. Nothing can be more nearly eternal than the newly discovered stars discussed on pages 130 through 138. And two slightly more

immediate topics promise to be with us for a long time in the problem field—parking and whether one should make clam chowder with milk or tomatoes.

The presidential election does have a long-range aspect, too. It is both an end and a beginning, and in the next four years LIFE will carry a lot of humorous and serious news about the new Republican administration—its toe-stubbings and its ten-strikes, its troubles and its triumphs. We naturally are happy that Eisenhower won, since we supported him editorially, but our long-range commitment is neither to Ike nor his party but to the national and human cause we expect them to serve.

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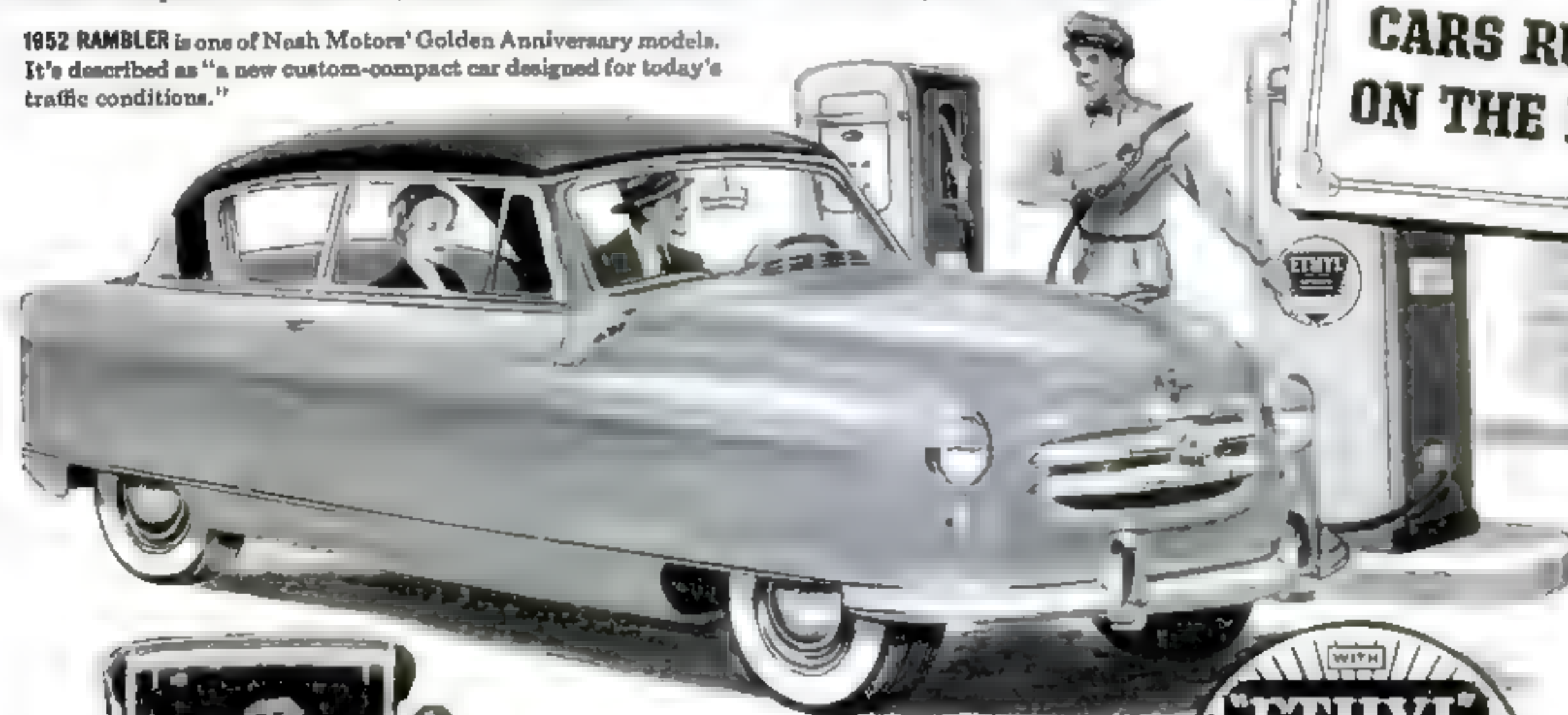
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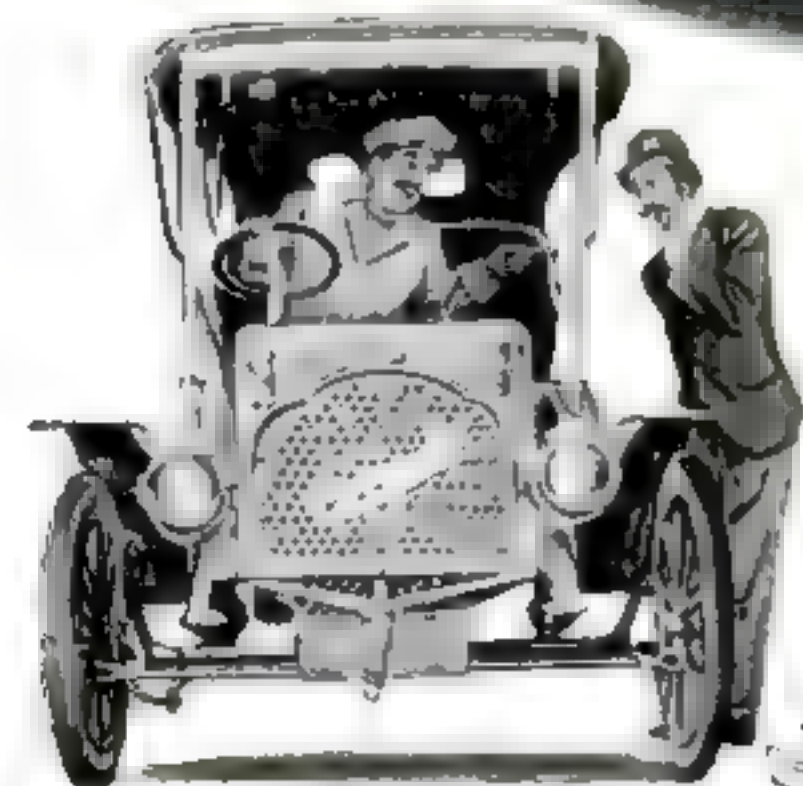


1902 RAMBLER was the first car offered by Nash Motors, then known as the Jeffery Company. This one-cylinder, twelve-horsepower model sold for \$750. 1500 were built in '02, one-sixth of all car production that year.

1952 RAMBLER is one of Nash Motors' Golden Anniversary models. It's described as "a new custom-compact car designed for today's traffic conditions."

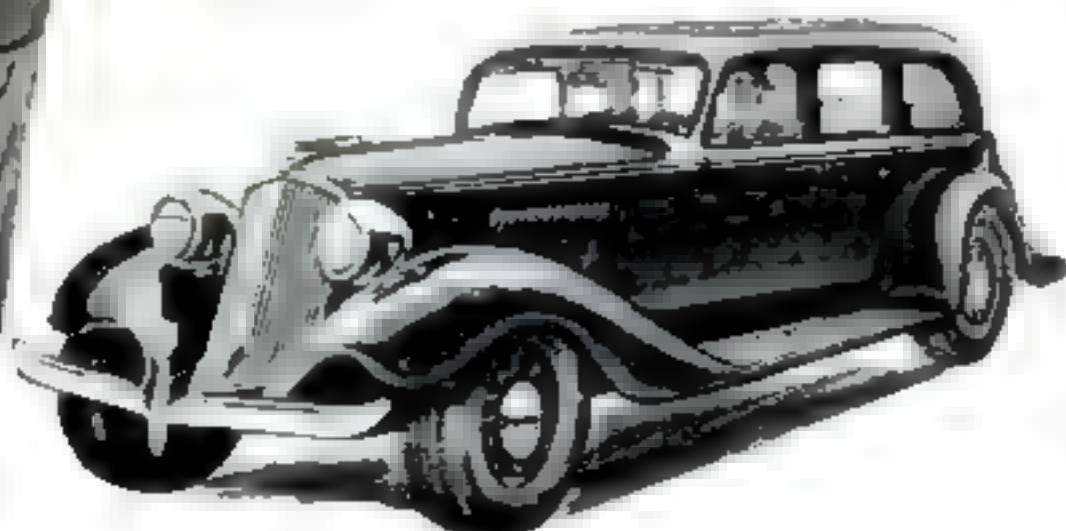


Today as Yesterday
**CARS RUN THEIR BEST
 ON THE BEST GASOLINE**



1906 COMPOUND was one of the few cars ever built with a three-cylinder engine. One of the three cylinders ran on the exhaust gases from the other two.

1934 GRAHAM made a big splash with this supercharged model. The eight-cylinder engine was designed to produce 135 horsepower.

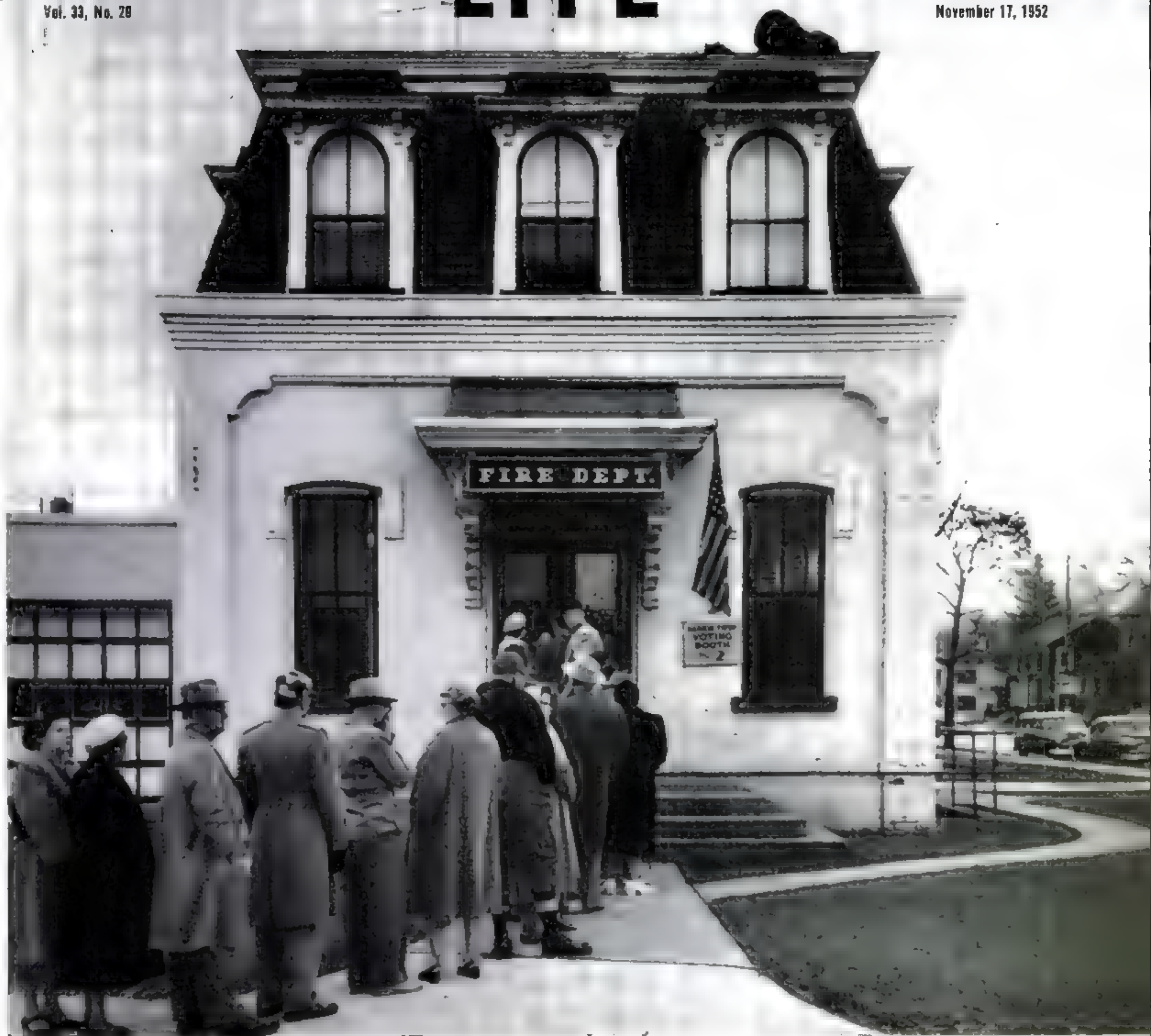


ETHYL
 CORPORATION
 New York 17, New York
 Ethyl Antiknock Ltd., in Canada

BACK IN 1902 automobiles were thought by many to be nothing more than mechanical novelties—much noisier and cantankerous to be of any value. They wheezed, bucked and snorted when starting. And their crude engines popped and missed when running.

Engines certainly have improved since then—and so has gasoline. In fact, today's engines would not start so readily, run so smoothly or develop so much power without modern fuel. To get the best from a modern engine, use modern high-octane gasoline—"Ethyl" gasoline.

There's a powerful difference between gasoline and "Ethyl" gasoline—a difference that you'll feel on highways in traffic, and whenever you need extra power.



A REDECLARATION OF INDEPENDENCE

Inside a suburban firehouse in Precinct 2, Nankin township, Wayne County, Mich. (above), and at thousands of other equally unprepossessing polling places the American voters last week redeclared their independence. The 60 million ballots they cast shattered all partisan bonds and all predictable patterns. Never in any presidential election had so many votes been cast for the loser—and never so many for the winner, Dwight D. Eisenhower.

The voters turned out to be not at all as they had been described by wiseacres, pollsters and politicians. The Southerners, Democratic

to the third generation, were not solid. The immigrant sons of the north were not bound by partisan memory or inheritance. The minorities of the great cities were not delivered in bloc. The members of the labor unions were not bossed by their bosses, union or otherwise. Above all, the women were not willing just to go along. Behind polling booth curtains, individual Americans acted as individuals, responsive to the personal appeal of a great American and responsible only to themselves and to their consciences.

Nankin's Precinct 2 voted like the nation—

overwhelmingly for Ike. When its votes were counted, the elation of victory was also sobered by a feeling of responsibility. A group of Nankin's Eisenhower workers gathered in the dining room of precinct leader Niram Hawley. On television they heard Adlai Stevenson plead graciously for national unity, then they saw their own candidate acknowledge victory. The crowd in New York, 600 miles away, began to sing. Niram Hawley probably didn't realize what he was doing. But there he stood staring at people on the television screen and softly chanting *The Battle Hymn of the Republic*.

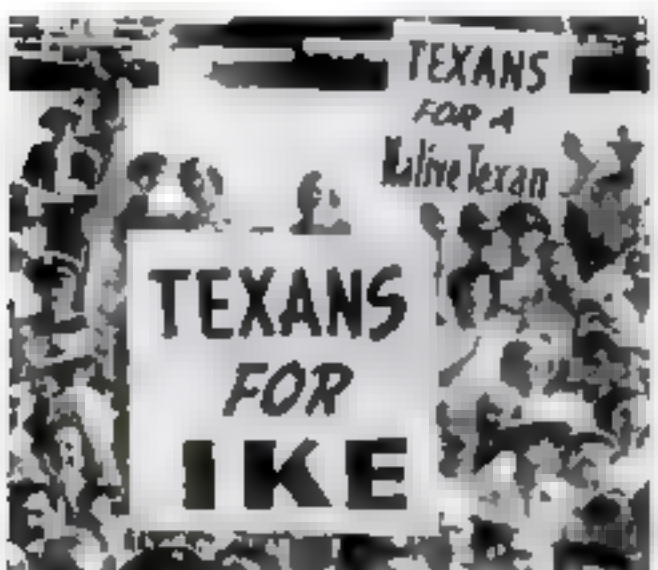
THESE FACTORS BROUGHT ON THE LANDSLIDE



BIG VOTE was brought to the polls by stunts like this one which was employed at Jacksonville Beach, Fla.



WOMEN let nothing keep them from the polls. Mrs. Marcella Stevens of Philadelphia votes holding Tina.



THE SOUTH broke with tradition, voted in unprecedented strength for Ike and shook up one-party system.



KOREA, a decisive issue, became more important when Ike promised to go to Korea in person if elected.



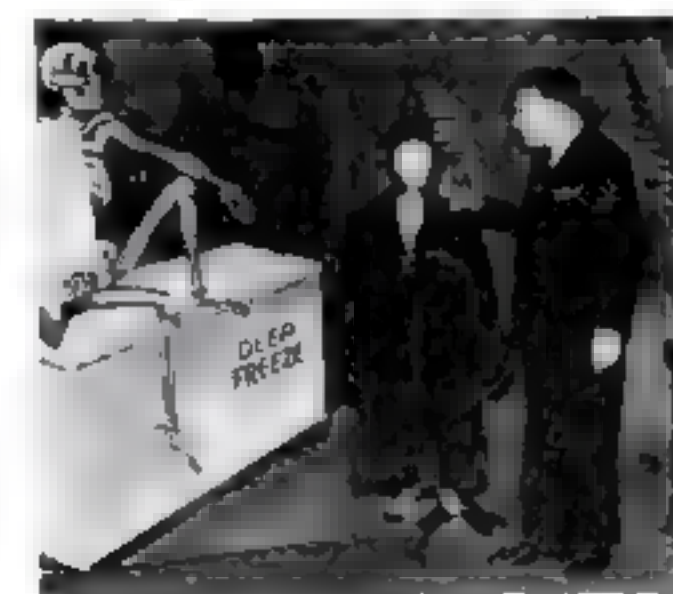
HIGH PRICES impressed women. This voter appeared on TV spot, asking Ike about inflated grocery prices.



RULE BY CRONY worked against regime. Object of attack was Truman and aides like Maj. General Vaughan.



FARMERS, who had backed Harry Truman in 1948, swung over to Ike in Iowa (above) as well as elsewhere.



THE MESS and corruption in the capital was attacked by Dewey who graphically illustrated charges on TV.



REFUTATION of bigotry charge was helped by tribute offered by Cardinal Spellman at Al Smith dinner.

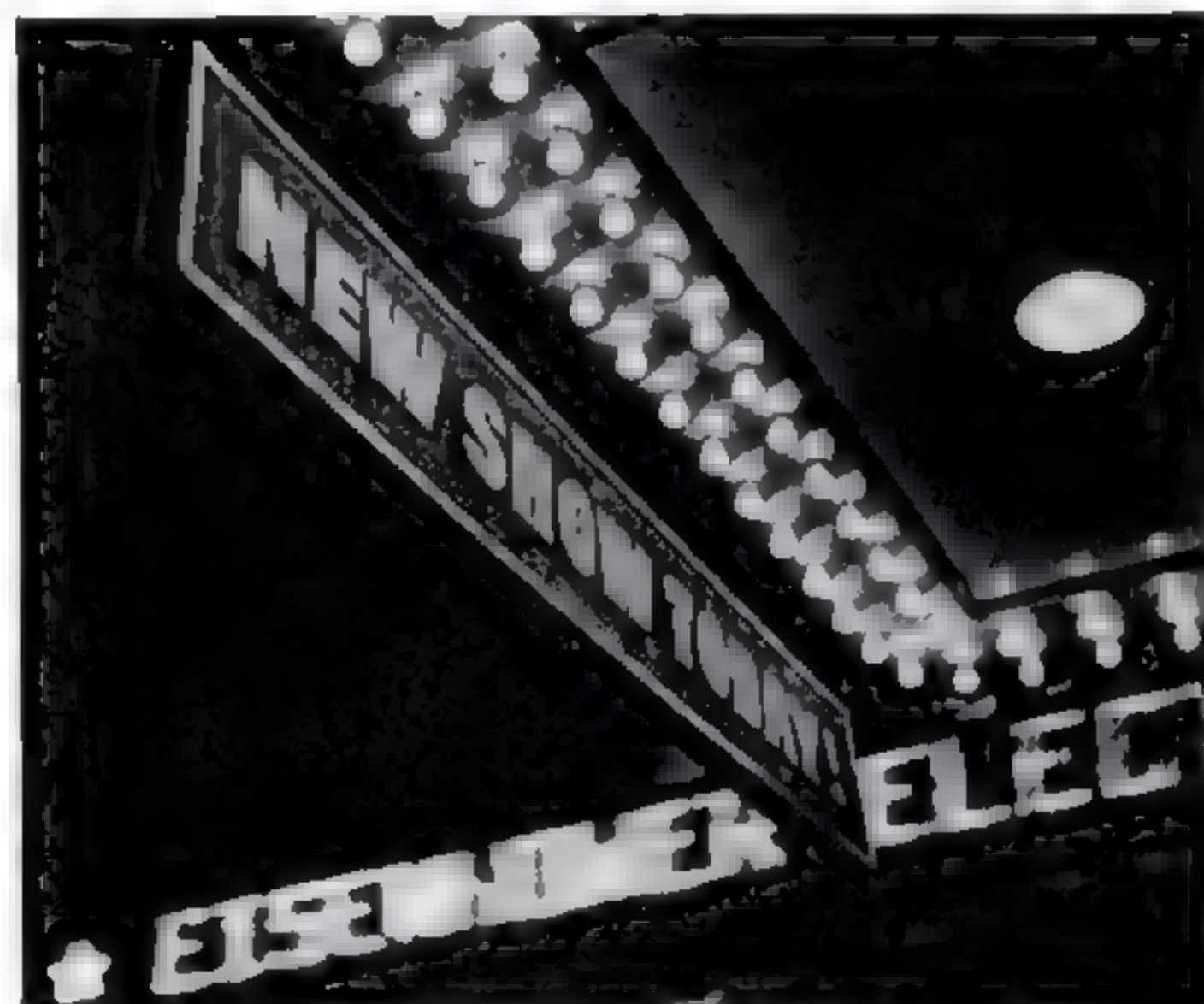


PARTY UNITY was accomplished in September when Eisenhower made peace with his convention foe, Taft.



YOUNG PEOPLE WHO HAVE KNOWN ONLY DEMOCRATIC PRESIDENTS FROLIC

TO THE VICTORS BELONG CHEERS PLUS UNSPOILED POST MORTEMES



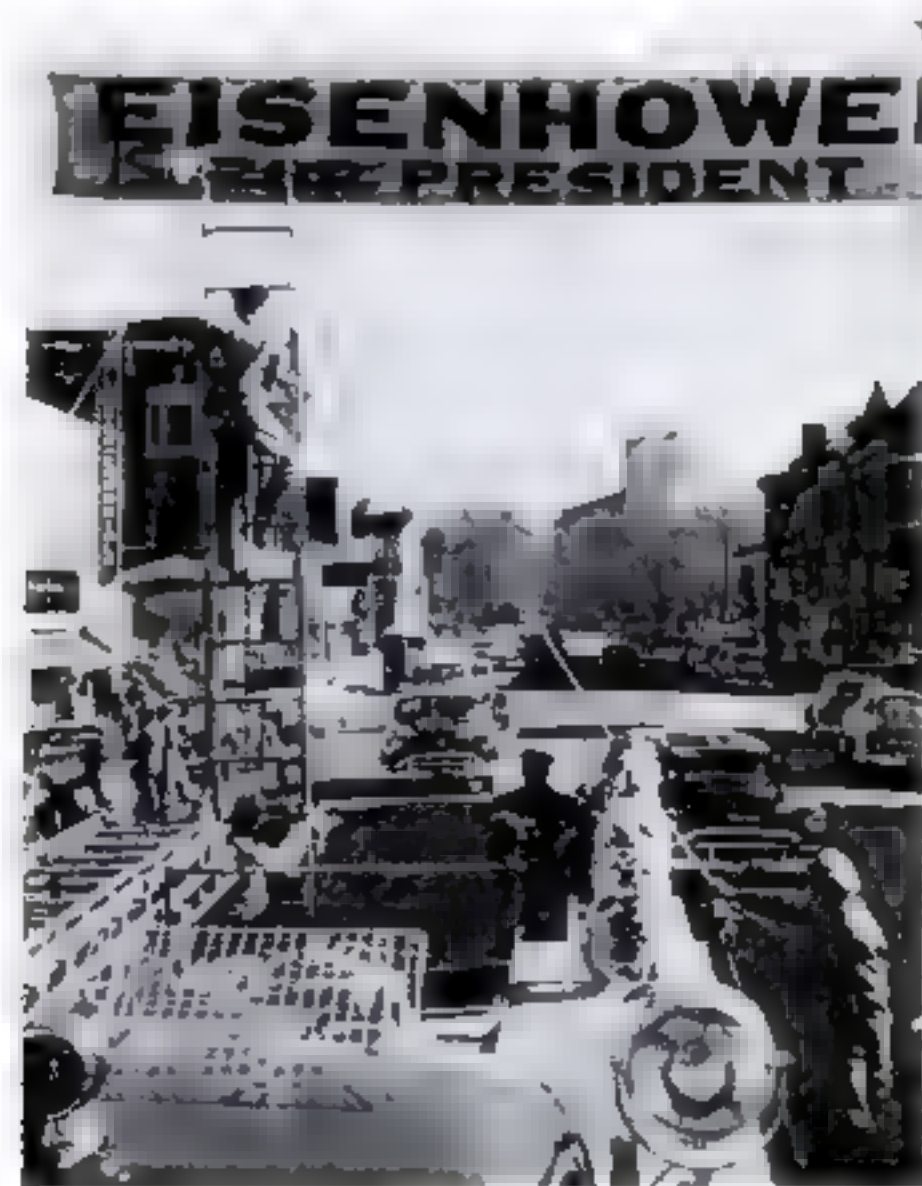
COINCIDENCE occurs in New York's Times Square on election night as a movie theater marquee sign announcing "new show today" is juxtaposed against the New York Times's announcement of the Republican presidential victory.



HAPPILY IN IKE'S HOME TOWN OF ABILENE, WHICH VOTED 8 TO 1 FOR THE REPUBLICAN CANDIDATE

On every election night there comes an electric moment when issues are transformed into factors of victory and pundits into oracles who were right all along. This time the big moment came early with Eisenhower building up a landslide of 442 electoral votes to 89, and 33 million popular votes to 26½ million. He broke up

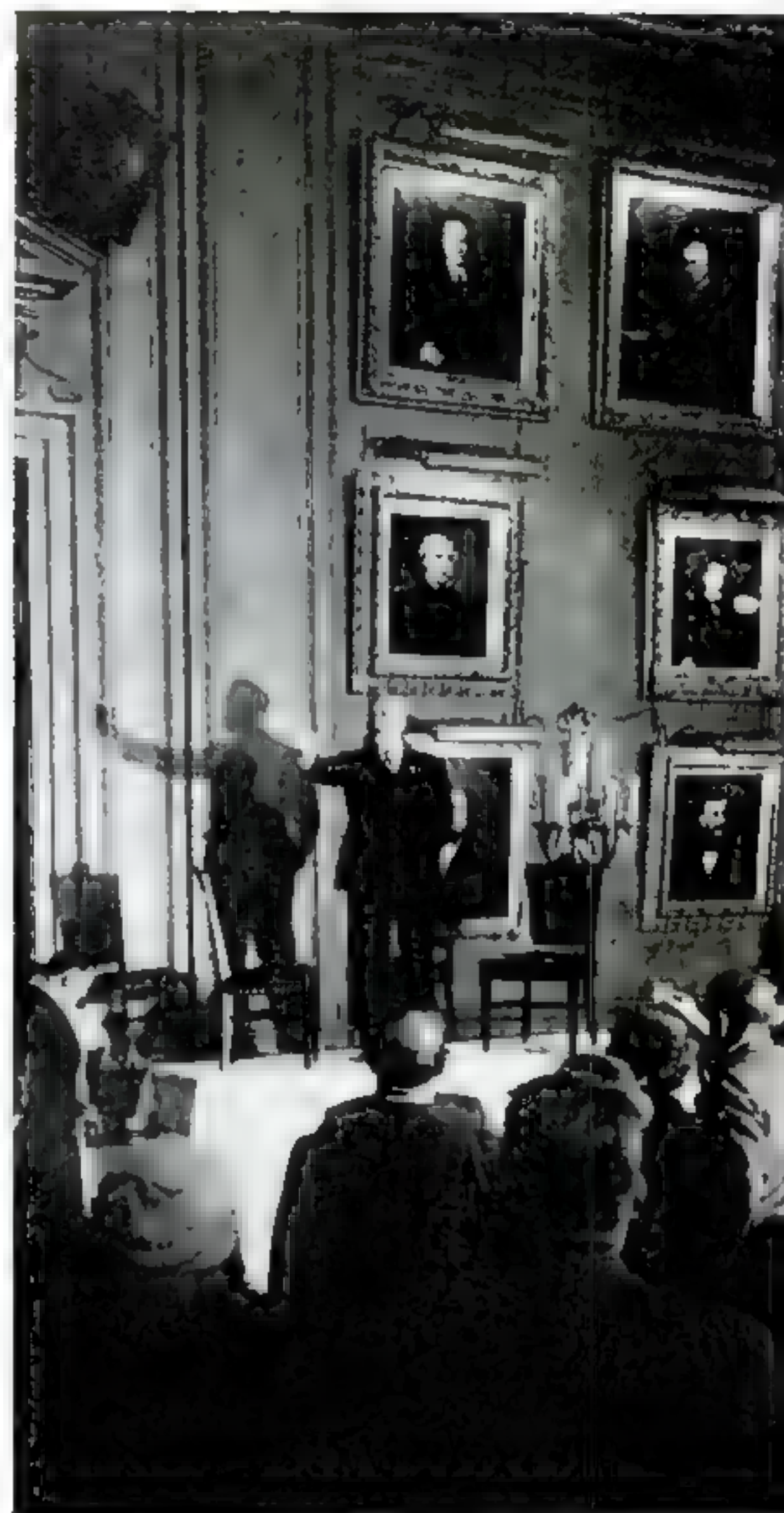
the blocs which had kept the Democrats in power, left Stevenson to carry only nine states, all in the South. Eisenhower had surged along on support born of long-growing dissatisfaction and smart campaigning. But his personal stature produced the landslide and enabled him everywhere to run well ahead of the ticket.



HAPPY CORRECTION, changing a hope to certainty, is made in Abilene as fireman mounts ladder on day after election to revise a campaign banner.



HAPPY SENTIMENT is expressed by impromptu sign on a stately home on Boston's Beacon Hill on day after Massachusetts and the U.S. voted for Ike.



UNION LEAGUE CLUB, an indomitable Republican stronghold in Philadelphia, heard President C. Brewster Rhoads hail "end of a despicable era."



HAPPY ENDING inspires Union League club employees as Thomas Kelly dances with Sally Ioanna, who has been "a Republican since I was knee-high."



WAN WAITER "Sagey" Williams, up for reelection as governor of Michigan, bids goodnighters from phone booth among children's toys in attic. He was

behind at start, led a more 200 vote lead at 10 a.m. Wednesday. By Saturday his lead was only 220. Republican victory on last day of election followed.



CLOSE WINNER, Representative Herter beat Democrat Dwyer in the Massachusetts governorship contest. His winning margin was a slim 1,800.



CAUTIOUS CONQUEROR of Senator Kem, Stuart Stevenson (left) is vocal but refuses to claim victory even as Missouri puts him ahead at 3 a.m. "I wanted that man to win," he said as Stevenson conceded. When his own Senate seat seemed sure he added, "Perhaps my seat will swing control to the Democrats."



FAMILY TEAM, the Republican family team, Frances Burton, 67, and her son, Oliver, 33, embrace in another when both are elected to Congress from Ohio.



GRIM LOSER Senator Lodge (left) and drawn-faced supporters watch returns. Though he trailed Kennedy from start, Lodge waited until 7:20 a.m. to concede.

ACROSS THE STATES, SOME SINK OTHERS SWIM WITH IKE'S TIDE



JOHN S. COOPER



B. M. GOLDWATER

The Eisenhower tide carried the Republicans to a commanding position in governorships and swept up a shoal-water majority in Congress, enough to permit them to organize House and Senate but so shallow that inter-party coalitions would be needed to get working majorities in both houses.

Of the 30 governorships in contest, the Republicans won 20, giving them a majority of 30 to 18 in the nation. The one lonely winner on the Michigan Democratic ticket was Governor G. Mennen ("Soapy") Williams, who wrung out a victory (which may be challenged to recount) after two full days of sweating through a small lead over Republican Fred M. Alger Jr. In Indiana, George N. Craig beat the Democratic stand-in for Governor Henry F. Schricker who had left the statehouse for a futile effort to defeat Republican Senator William E. Jenner. The Democrats lost two more significant governorships: in Massachusetts, where Governor Paul A. Dever, Democratic convention keynote, was beaten by Christian A. Herter, a Republican congressman; and in Illinois, where

William G. Stratton, Republican state treasurer, gave a 200,000-vote drubbing to Sherwood Dixon, Governor Stevenson's chosen successor.

Old political currents cut across the Eisenhower surge as the voters, with what the New York Times termed "commendable discrimination," split their tickets. In Missouri, President Truman's onetime Air Force Secretary Stuart Symington put down James P. Kem, who had been attacked as one of the Republicans' more reactionary senators. In Massachusetts, both the party and General Eisenhower suffered a distinct loss when Senator Henry Cabot Lodge Jr., who had been the Ike movement's first and one of its most effective engineers, was defeated by young (45) John F. Kennedy, a third-term Democratic congressman. But as they had in 1950, when they defeated Senator Scott Lucas in Illinois, the Republicans upset the Democratic Senate Majority Leader. In Arizona, Barry M. Goldwater, a Phoenix businessman, defeated Senator Ernest W. McFarland. Eisenhower picked up a valuable ally for future struggles with isolationism when former Congressman John Sherman Cooper outpaced even Ike in defeating Democrat in Senator Thomas R. Underwood in Kentucky.

In the House, although the Eisenhower surge was strong enough to elect six Republican congressmen in the South, the Republicans emerged with a perilously slim margin of only a few seats.



W. G. STRATTON



GEORGE N. CRAIG



IN NEW ENGLAND John Kennedy (center) watches tensely as his aides add the Massachusetts returns. Already at 4 a.m. he has runaway lead.

IN THE SOUTH John Minor Wisdom, (left), Louisiana Republican, stakes chances at New Orleans headquarters when Adlai concedes.





SHERMAN ADAMS

New Hampshire's governor and close associate in Eisenhower's campaign, he may be a cabinet member, a top administrator or U.S. ambassador to Canada.



WINTHROP ALDRICH

The head of the mighty Chase National Bank, Aldrich has long been influential in the party, is now mentioned as secretary of the treasury.



HERBERT BROWNELL

A top corporation lawyer and a skillful politician, he was largely responsible for strategy which got Ike nomination. A possible attorney general.



FRANK CARLSON

The senator from Kansas, who campaigned with Ike before and after convention, became one of most intimate advisors, may leave Senate for Cabinet.



JOHN FOSTER DULLES

Outsiders usually nominate him for secretary of state. If he does not get this job, he will certainly be offered some other top post in the government.



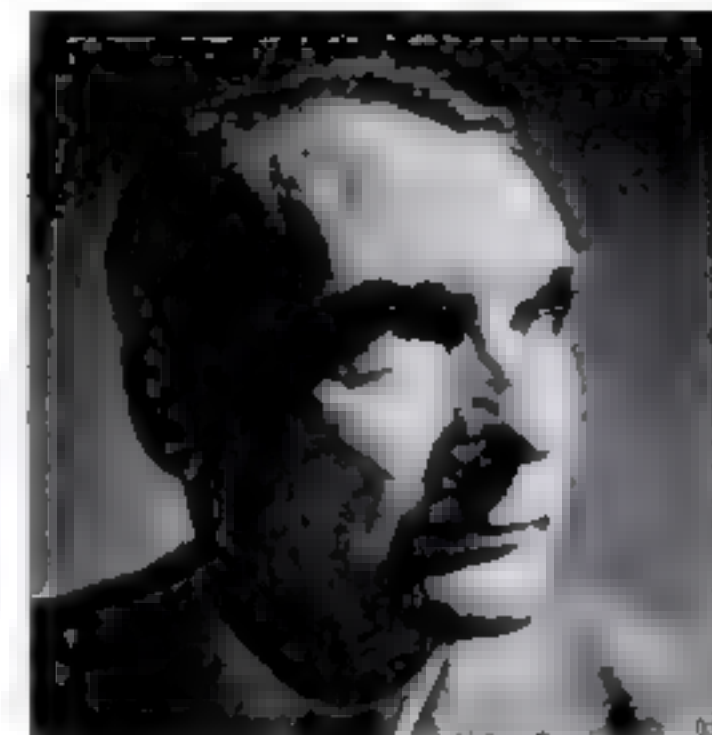
FRED G. GURLEY

President of the Atchison, Topeka and Santa Fe, Gurley was one of first U.S. big businessmen to come out for Ike, now stands chance for cabinet.



OVETA CULP HOBBY

The publisher of Houston Post, she learned her way around Washington as wartime WAC boss. A southern Democrat, she has a cabinet chance.



CLIFFORD HOPE

Twenty-five years a congressman from Kansas and ex-chairman of the House Agriculture Committee, he is one of best qualified for agriculture secretary.

HERE IS A POOL OF CABINET AND OTHER POSSIBILITIES

Back in Army days, whenever he ran across an associate who particularly impressed him, it was Ike's habit to jot down the man's name and capabilities for future reference. Last week, his head bulging with a new file of capable associates he has met in civilian life, Ike began the mental shuffling that would eventually fill his cabinet and the top government jobs.

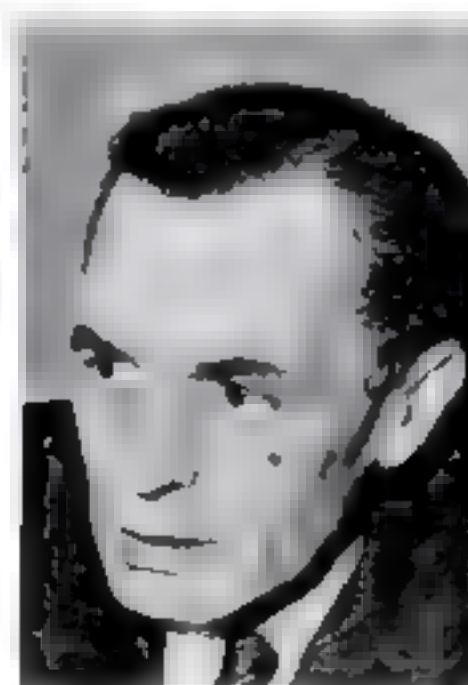
The immediate pressure was to pick interim representatives to sit in on the last acts of the Truman administration. This Ike did, making it clear that these men would assume no responsibility, and would reflect only his personal views. The next pressure was to form a cabinet, and while guessing its members became a great indoor game, Ike considered his choices.

There are old political ground rules every cabinet maker must consider. To achieve political balance the cabinet should be drawn from the whole U.S. Preferably, one member should be a Catholic. In this year when the South backed Ike, there should be a Southerner. And there ought to be a woman. In strictest tradition, the head of the Republican Committee would

be postmaster general and Interior would go to a man from a western state.

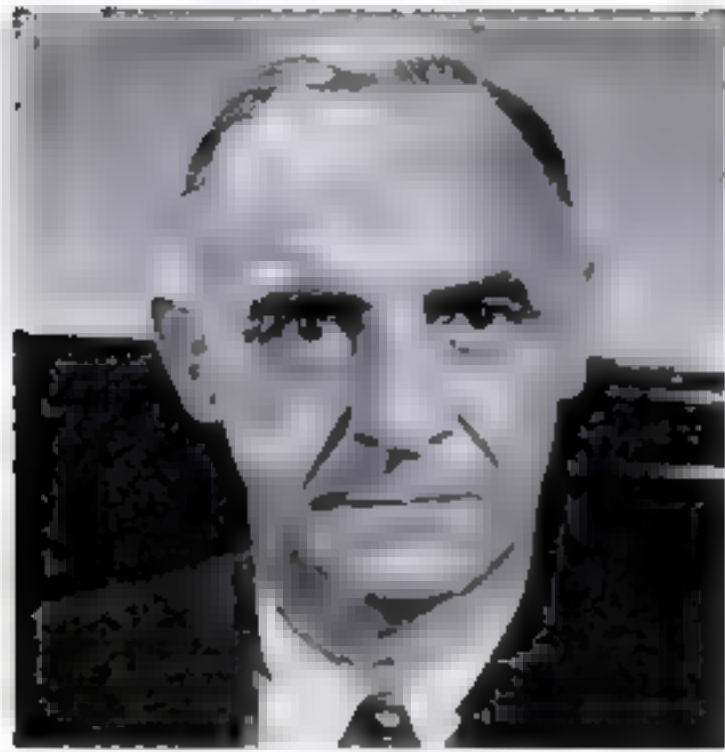
It was a question whether Ike would stick to the rules. Roosevelt had largely ignored them, building a cabinet of easterners and appointing members like Ickes, Frances Perkins and Hopkins on a purely personal basis. On the side he had a private cabinet, called his "brain trust," to which he paid more attention. Harry Truman restored conventional geographical balance, which did nothing to improve cabinet stability; it had a bigger turnover (34 in Truman's seven and a half years) than any in U.S. history.

Whether he follows the rules or not, Eisenhower starts out with an advantage. With a spotless new administration and a powerful personal charm, he will be more easily able to convince men of high caliber to work for him. And in his years of high office, Eisenhower has built up a wide acquaintance among important statesmen, businessmen and diplomats. As a result of this, some of his appointees will come as a surprise. But the rest will come from men and women like those shown on these pages.



IKE'S PERSONAL STAFF stuck close to the general all through the campaign and will likely remain to help him get started in the White House. The main members are (left to right) James Hagerty, press man lent to Ike by Dewey who may continue job in Washington; Ike's old friend Kevin McCann who wrote *The Man*

from Abilene, helped with speeches; General Wilton ("Jerry") Persons, who may be a liaison man with Congress; Wesley Roberts who ran Ike's Washington headquarters; Thomas Stephens, who was Ike's appointment secretary in campaign, may keep the job; and Arthur Vandenberg Jr., the late senator's son, Ike planner.



LUCIUS CLAY

A Georgian, Clay is chairman of Continental Can Co., was Ike's deputy in 1945, headed U.S. forces in Europe until '49. He may be called as adviser.



ROBERT CUTLER

Urbane and witty president of Boston's Old Colony Trust Company, Cutler may find himself called to the White House as a top Ike adviser.



THOMAS E. DEWEY

An early Ike hacker, Dewey disclaims any aspirations to the cabinet but his known abilities make him a leading candidate for Defense or for State.



JOSEPH M. DODGE

A Detroit banker who was minister and adviser to SCAP '49-'50, Dodge was financial director for U.S. in Germany. He would fit in at Budget or Treasury.



KATHERINE HOWARD

Another likely prospect if Ike puts a woman on his cabinet is Mrs. Katherine Howard of Boston, the secretary of the Republican National Committee.



HENRY CABOT LODGE

An initiator of the Eisenhower movement, Lodge was defeated in Massachusetts Senate race, may be pressed to service against his own objection.



JOHN J. McCLOY

Assistant secretary of war from '41 to '45, a friend of Ike and former U.S. High Commissioner to Germany, McCloy may be given State or Defense.



VAL PETERSON

As the governor of Nebraska, deeply interested in reclamation and in flood control, Peterson is possible choice as Eisenhower's secretary of agriculture.



PHILIP D. REED

The news that G.E. Board Chairman Reed joined Ike in Georgia last week, presumably to discuss budget matters, indicates he may be up for a top post.



EDWARD L. RYERSON

Chairman of Inland Steel and expert in steel distribution, Ryerson has the business background that Ike may want for post like defense mobilizer.



HAROLD E. STASSEN

A tough, experienced politician, who worked hard for Ike behind scenes, Stassen stands good chance for cabinet, perhaps as secretary of labor.



ARTHUR SUMMERFIELD

As National Committeeman and titular head of G.O.P. campaign, Summerfield can obviously have traditional reward for such service, postmaster general.



DAN THORNTON

An aggressive Westerner with a background in conservation of resources, Colorado's governor is a front-runner for the job as secretary of the interior.



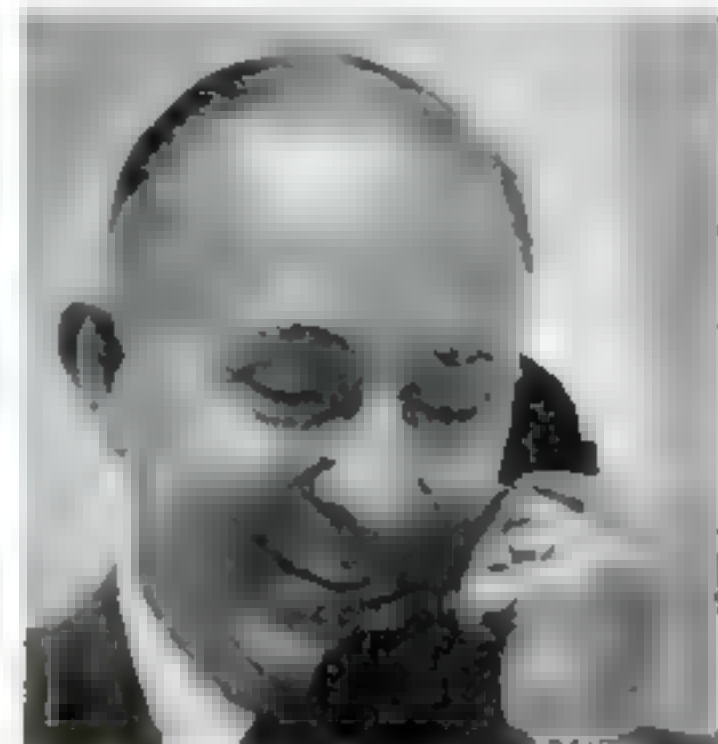
EARL WARREN

Now finishing third term as California's governor, Warren might take job of attorney general as step toward goal, said to be the Supreme Court.



SINCLAIR WEEKS

Weeks, Boston financier whose father was war secretary under Harding and Coolidge and who replaced Lodge in Senate, may be in Cabinet.

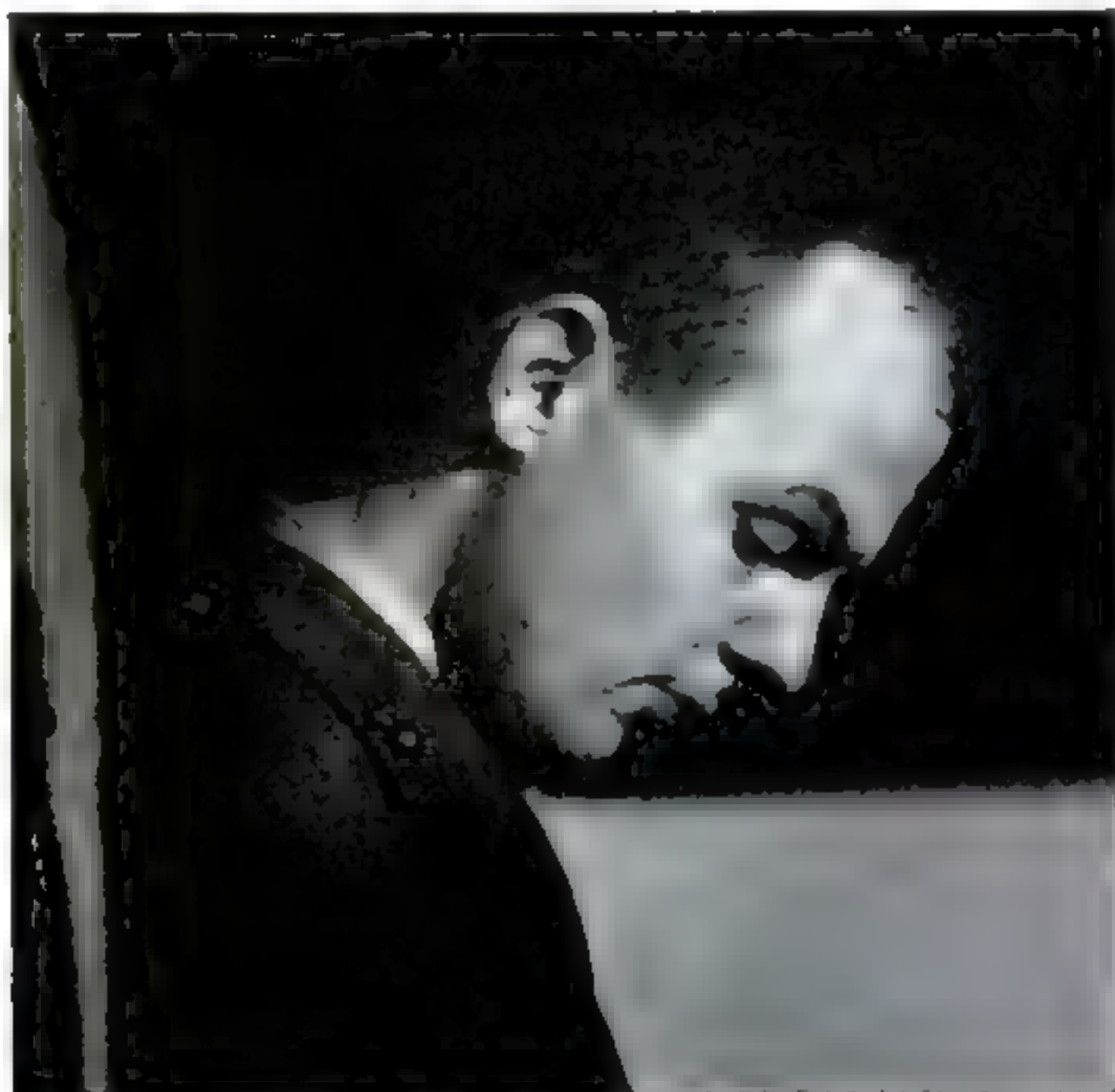


WALTER WILLIAMS

A Seattle businessman and an ex-state G.O.P. chairman, he took over nationwide leadership of the highly-effective Citizens for Eisenhower movement.



RELAXED LOSER, Adlai Stevenson rests in the November sun in a corner of the garden at the executive mansion in Springfield on the day after the election.



DEJECTED SON, Marine Corps Lieut. Adlai Stevenson III heard the formal public announcement of father's defeat at party headquarters in Washington.

Redeclaration of Independence CONTINUED



VICTORIOUS VEEP returning to capital with Mrs. Nixon was greeted by giant postcard sent by airline publicity man.

BRIEF BREATHERS BEGIN BUT DECISIONS PRESS IN

The elation of victory, the discouragement of defeat swiftly gave way to future concern. Though the losing candidate, Adlai Stevenson, found time to steal a nap in his garden, he showed up at his governor's desk the morning after election remarking, "I have state work to do. I want to get this ship in proper shape." The winner flew off for 10 days at Augusta (Ga.) National Golf Club, where he and Mamie occupied the cottage of club founder and fellow member Bobby Jones.

The campaign had left Ike's game rusty, and he sadly missed his first practice putts. His game would get little chance to improve because his vacation was interrupted with incessant demands for immediate decisions. President Truman offered Ike the *Independence* "if you still desire to go to Korea" (Ike replied any military plane would do), then asked him to appoint a representative to sit in on the drafting of a new budget, which must be ready for Congress even before Ike is inaugurated. The man who will probably be chairman of the Senate foreign relations committee, Senator Alexander Wiley, wanted a message to the U.N. The recruiting of a cabinet called for immediate consultation with advisers. The first to arrive was Senator Eugene Millikin, a financial expert.

On the second day of his vacation a full colonel arrived in Augusta bearing a top secret message from President Truman. Its contents were not disclosed, but two days later a West Coast newspaper reported that the U.S. had recently exploded the world's first H-bomb (p. 54). Whether this was true or not, the secret message was evidence of the terrible responsibility that had now fallen on the shoulders of Ike Eisenhower.



ELATED SON, Major John Eisenhower, U.S.A., grins happily as he receives congratulations from his comrades at division headquarters somewhere in Korea.



A WINNER'S VACATION begins as the president-elect, here telling granddaughter Barbara Anne, 3, to wave goodby, emplanes at La Guardia for flight to

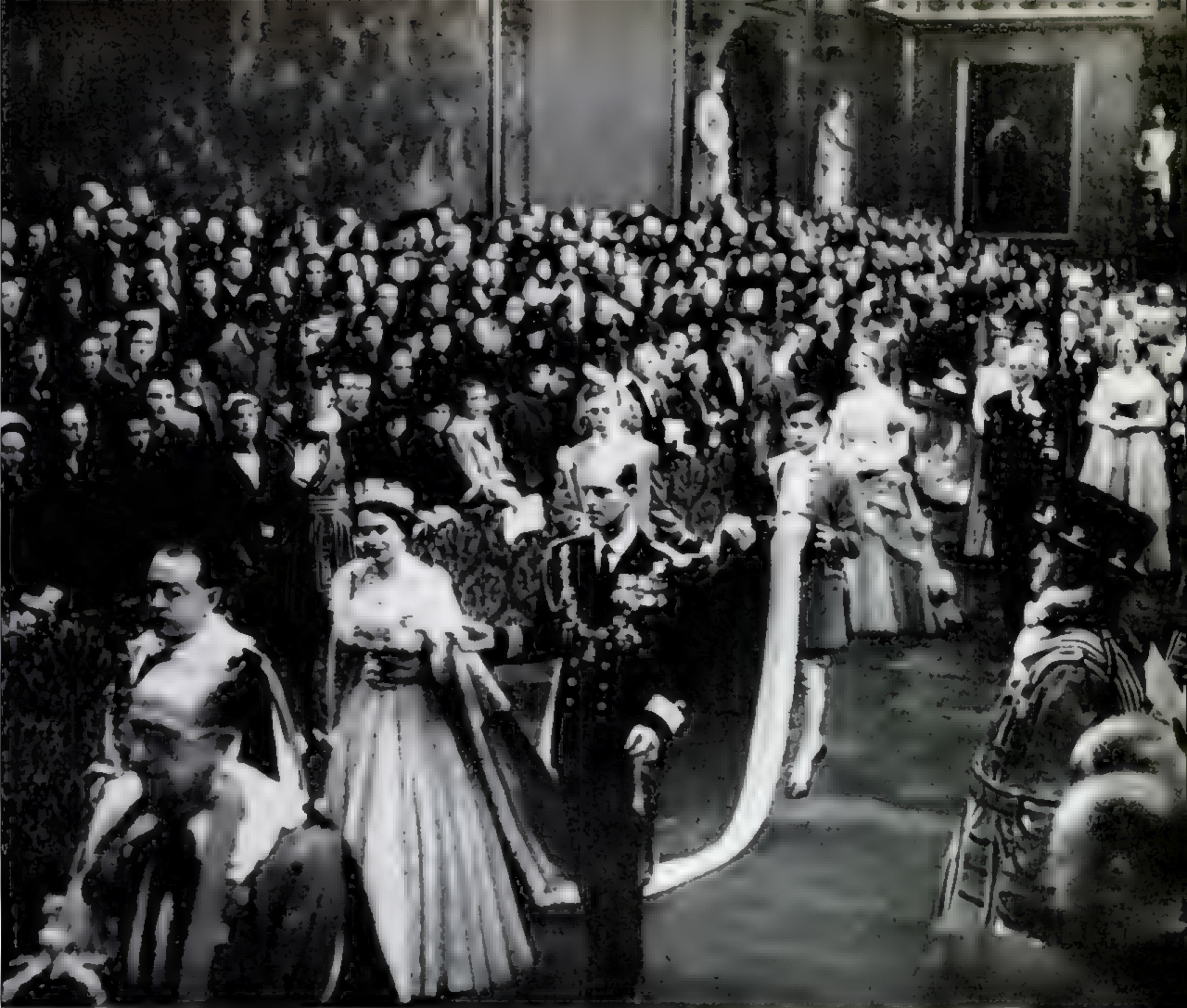
Augusta, Ga. Behind him Mrs. Eisenhower looks at grandson Dwight D. Eisenhower II, 4, and Mrs. John Eisenhower carries granddaughter, Susan, 10 months.



VICTORIA, last queen to preside at opening of the British Parliament, was caught in rare smile in 1897.

RADIANT ELIZABETH PRESIDES OVER HER FIRST PARLIAMENT





HER ENTRANCE alone & Bess was photographed for first time because of "historical significance."

HER SMILE IS BRIGHT AS VICTORIA'S JEWELS

Last week, dressed up in her great-great-grandmother Victoria's robe and coronet, Queen Elizabeth presided at the first great state duty of her reign, the opening of Parliament. On her way to work, parading along the Mall in the Irish State Coach, a photographer snapped her (left) smiling a smile so gay and carefree that its queenly girlishness captivated all England and prompted Prime Minister Churchill to order two copies for himself. The photo was handsomely displayed even by U. S. papers where election news clamored for all the space.

Entering the House of Lords hand in hand with her consort, the Duke of Edinburgh, guarded by the Beefeaters and led by Lord Alexander, Elizabeth was photographed again, the first monarch ever to be pictured within Westminster at the opening of a Parliament.

There, while Lord Salisbury held the Imperial Crown which will not be hers until the coronation, she took oath of fealty as a Protestant queen and read the speech from the throne in a voice which the *London Evening News* compared to the "small pure chime of bells." Later, because the speech was written by Churchill and outlined the Tory program, Labor's Clement Attlee spoke of it less politely, complaining that there was nothing much in it at all.

The young queen hushed her speech by saying that "I pray the blessing of almighty God will rest upon your counsels," and then, with her husband, rode back to Buckingham Palace where her children waited on a balcony to wave hello. The occasion, as the *London Times* afterward gracefully remarked, had come off well—"a new page of history lightly turned."

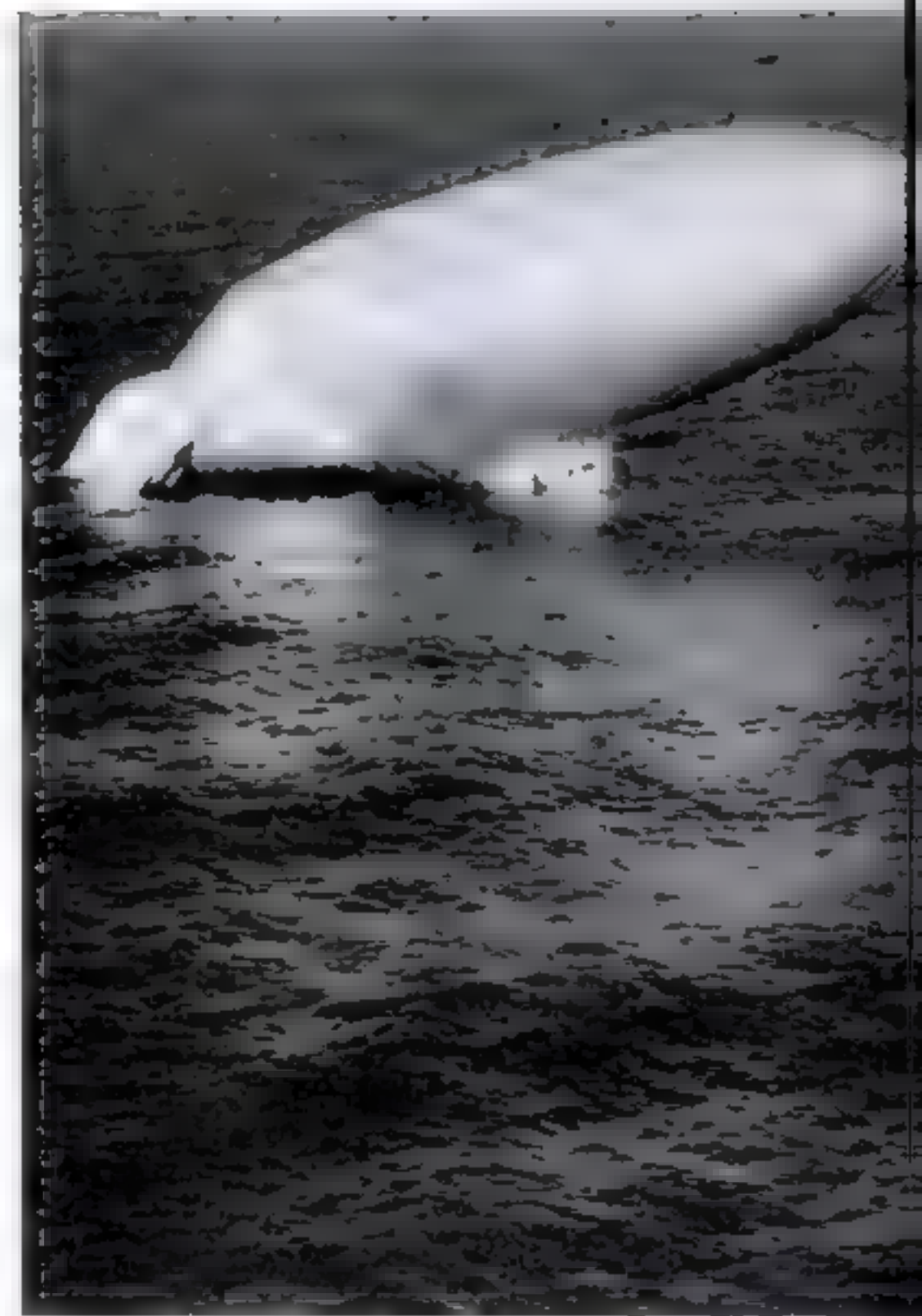
← **NOW-FAMOUS PHOTO** was printed in *London News Chronicle* as "The picture that needs no story."

WELCOME HOME is waved from the balcony by Prince Charles and Princess Anne as queen returns.



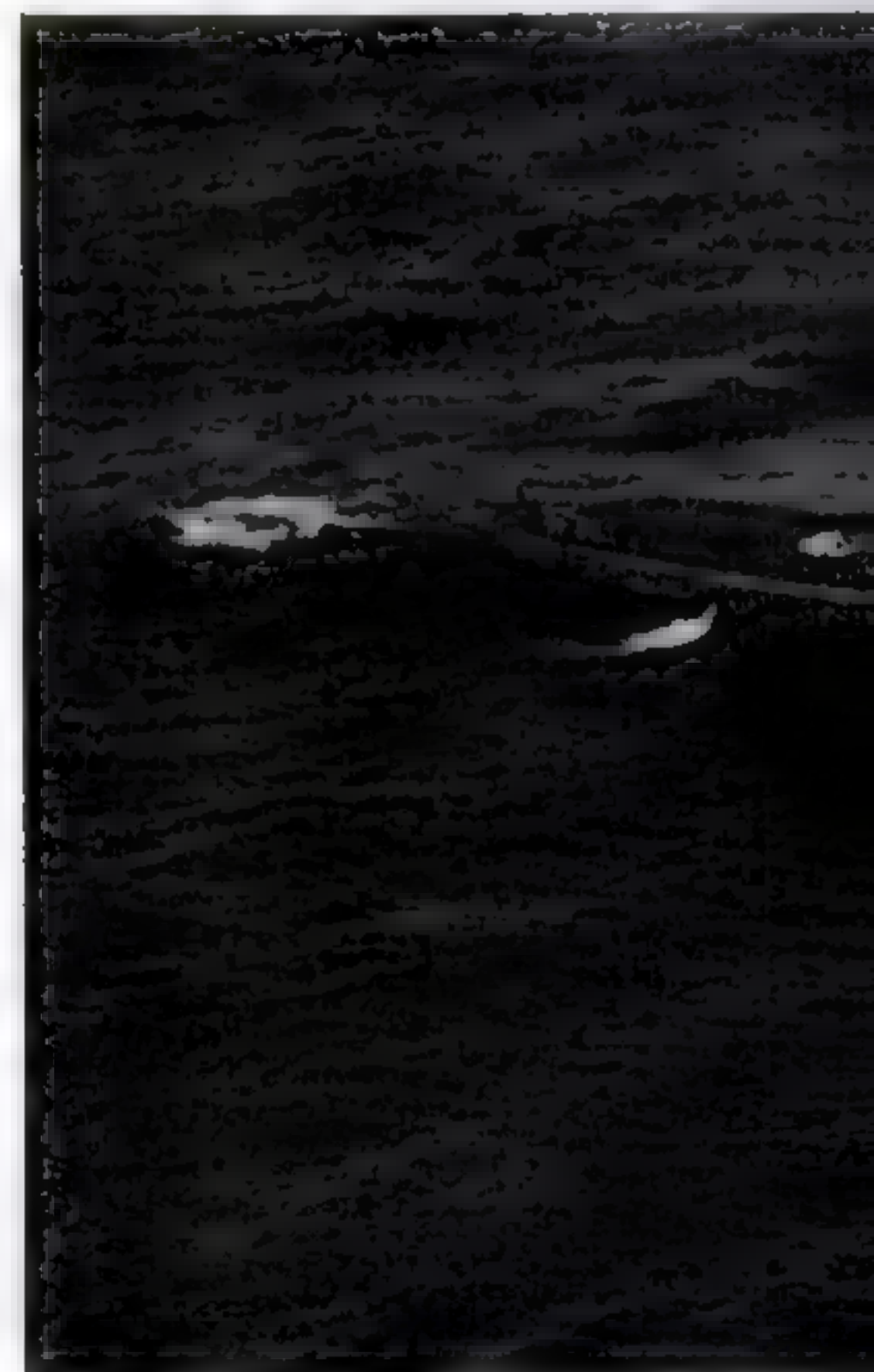


AT TOP SPEED, SUBMARINE "SEADOG" RACES TO DOWNED BLIMP (TOP, LEFT). ■ OTHER BLIMP STANDS BY

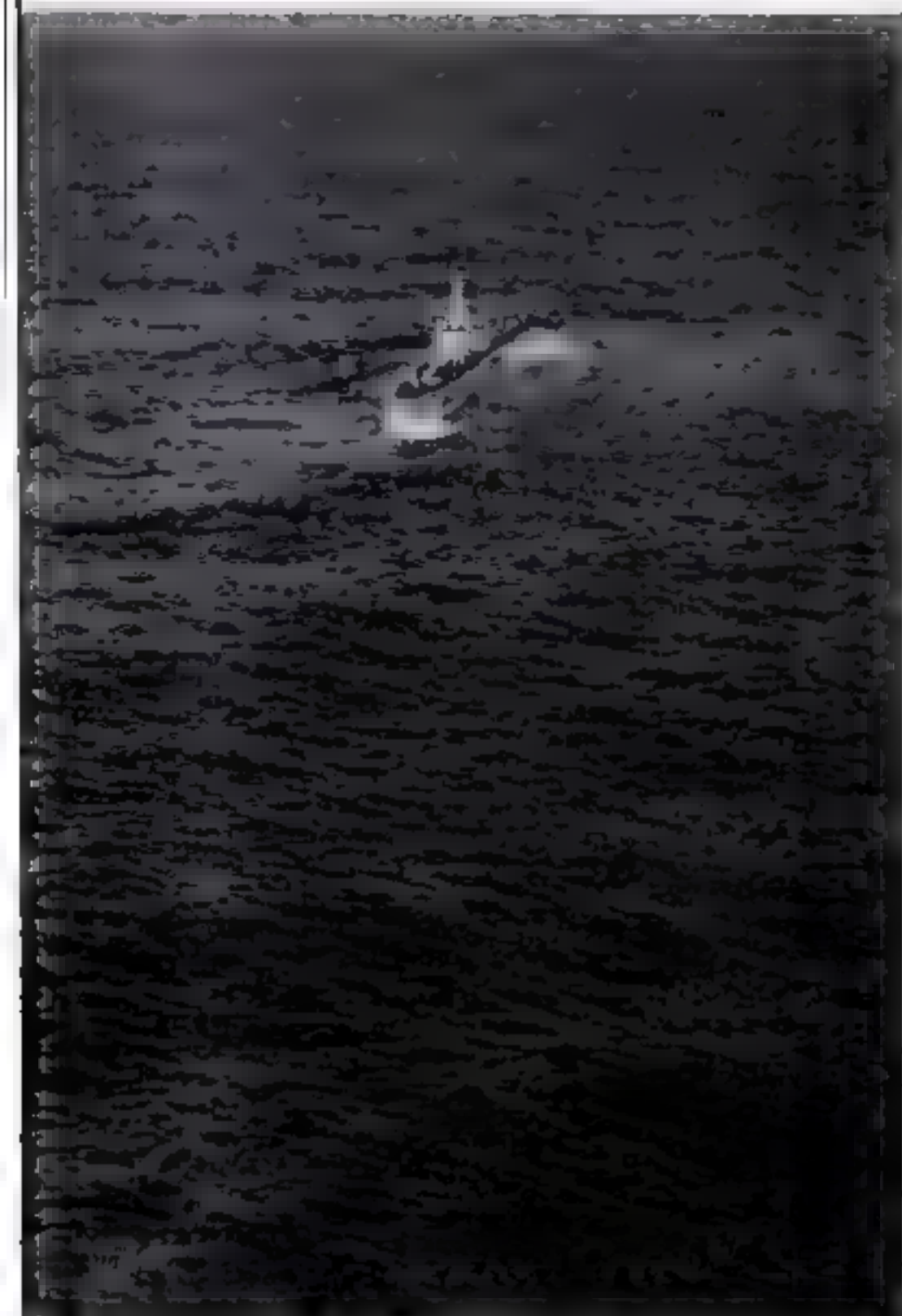


BLIMP'S STERN SETTLES AWKWARDLY INTO SEA

SUB SUCCORS A LIMP BLIMP



TWO RAFT-LOADS OF SURVIVORS FROM THE BLIMP



AS THE SUBMARINE MOVES SLOWLY AROUND HER



SUB NEARS SURVIVORS IN RAFTS (CENTER). REPAIR SHIP "ESCAPE" (LEFT) LATER TOOK THEM ABOARD

An old Navy blimp, the *K-119*, was prowling the Atlantic off Georgia on a training exercise last week hunting down the submarine *Scudog* when a plate of plexiglass popped out of her gondola. It hit a whirling propeller blade and was sent right through the blimp's body from bottom to top. As the helium leaked rapidly the crew tossed out ballast, extra fuel, radios

and everything movable. But the airship, rapidly deflating, settled down on the water. The crew climbed into the life rafts and waited.

To the rescue came the blimp's target in the maneuvers, the *Scudog*, cruising at top speed. In an hour she got there and the 11 blimpmen climbed on board. The blimp was sitting dead in the water like a half-chewed frankfurter and

too waterlogged to be towed home—as another blimp recently was by a sub (*LIFE*, Aug. 25). There was nothing to do but follow the traditional Navy procedure for ships beyond help and sink her. The *Scudog* turned a machine gun on the blimp, firing tracers into the gas tanks, and old *K-119* was sent to the bottom, blazing fiercely to her waterline as she sank.



PULL UP ALONGSIDE SUBMARINE WHERE CREWMEN WAIT ON THE FORWARD DECK TO HELP THEM ABOARD. CALMNESS OF THE SEA HELPED THE RESCUE WORK

CREATION OF A NEW WORLD MARKET SHOULD GO TO TOP OF THE AMERICAN AGENDA

Said the *Atlanta Constitution* of the election, "Somebody did shoot Santa Claus after all." The American voter took a chance on what looked like his narrow economic interest. Had he also, perhaps, some suspicion that the prosperity for which the Democrats claimed credit was not too solidly based? If so, the voter showed great prescience indeed.

In most crystal balls, there are no signs of a depression. The tapering off of rearmament spending in '53 makes some dopesters nervous, but it could just as well signal a new boom in other kinds of overdue expenditure, public or private. If our prosperity ends, it will not be from internal exhaustion. What threatens our prosperity is something else: the scandalous state of world trade.

To this touchy problem both Eisenhower and Stevenson paid obeisance during the campaign. Neither managed to make it a voting issue. Yet it belongs at the top of the American agenda from now on.

Most of our free world allies cannot even feed themselves; they live or die by their trade. The pattern of this trade, once stable and expanding, is now chaotic and contracting. Its rules grow more restrictive year by year. Into this chaos of restriction the U.S. government has poured \$35 billion in loans and gifts in the last seven years. This money has kept the free world afloat, but it has done nothing to make it seaworthy. That is the scandal.

The sterile years of American "donation diplomacy" are now coming to an end—and not because of the election. Our European allies are fed up with it. They demand "trade not aid." They insist, more loudly every week, that the U.S. declare whether it is really interested in world trade and prepared to do what is necessary to revive it.

The U.S. is the only free country with enough strength to set the climate of trade for other nations. This strength has been ours for seven years but will not be ours forever. Within the next year or two the U.S. will use its trading strength to create a true market of the whole free world, or refuse to do so and thereby lose the chance.

Now, what is a world market and how do you create one? The last known world market was created and sustained by Great Britain, from about 1846 to 1932. During that period, unevenly but spectacularly, the wealth and trade of the whole world grew together. The chief characteristics of that world market are the requirements of a new one. They are three.

World Money. The first requirement is a stable and freely circulating money unit. Disguised as the gold standard, the British pound used to fill this role. Until 20 years ago, thanks to London bankers, the citizens of every trading nation could freely buy or sell the currency of every other nation in any amount. Today only the citizens of the U.S., Canada and a handful of small countries have this right. All other governments ration their citizens' use of foreign money through exchange controls. This inconvertibility of currencies is the No. 1 obstacle to trade.

World Laws. A second requirement of a world market is some common agreement about economic laws. Participating nations should agree that a system of private rights and initiative, such as the American free enterprise system, is broadly beneficial to all concerned; and that the fewer particular restrictions on this system, the greater the general expansion. Socialist governments, which liked to defy (without denying) this economic truth, hampered its postwar rediscovery. But most European governments are now tired of socialist controls and are willing to agree (with all good economists) that freer trade is desirable through politically risky. They are ready

to make a serious effort at free currencies, if shown the way.

World Investment. A third characteristic of a world market is a healthy volume of international lending and investment. This has been so lacking since the war that government loans have looked like the only hope for nations that need capital development. A world market with convertible currencies would reverse this emphasis by reviving a really sizeable—i.e. private—flow of capital.

Such are the requirements of a world market. Instead we have a system, or rather a chaos, of economic nationalism, each member shackled by its own controls. To this chaos, the chief U.S. contributions are two.

The first is the chaos in our own government, which still has some 20 agencies dealing with foreign economic matters, often at cross purposes or none. Further reorganization is called for, looking toward a new cabinet officer who can give a single aim to all our vast foreign economic activities.

The second is our traditional policy of protectionism. Given fairer access to the huge American market, Europe could probably earn the dollars of which it is chronically short. Our government has found it politically easier to donate the dollars. This is a fraud on our taxpayers and a defection of leadership. It cannot last much longer. If it is not changed, what is left of free world trade will break in two.

Has the U.S. any interest in keeping it whole? Yes; three interests in fact. We have the interest of our exports—wheat, cotton, tobacco, machine tools, automobiles and an endless list of other manufactured goods. These exports are one reason we have been so prosperous. Incidentally, they have been falling for the last six months.

We have the interest of our increasing dependence on foreign raw materials. Needing more and more of them to sustain our industrial growth, we have an increasing interest in getting these raw materials as cheaply as possible; and the best way is from a world market where prices are free.

Vindication of Faith in Free Enterprise. Finally, we have the interest of our own free enterprise system. It is no longer as compatible with protection as it used to be. Protection worked for the U.S. because we grew up in a world market sustained by others. Our free enterprise system did not grow in isolation and cannot survive that way. The national interest, and especially that of the Republican party, lies far more in preserving and extending the free enterprise system than in protecting its least profitable parts.

To preserve and extend our free enterprise system will almost certainly require a reversal of U.S. protectionism. It will, beyond question, require a very large increase in American imports, however contrived. This increase will also be to the advantage of the American consumer and of the free world. It will be to the temporary disadvantage of a few American beneficiaries of protection. That is the simple but thorny problem facing the next administration.

When Britain decided for free trade and so began to create her world market, her internal political reasons were pretty plain. Wage earners, both farm and industrial, were notoriously hungry. They needed cheaper (i.e., imported) bread.

Nobody is hungry in America in 1952; we are the most prosperous nation in history. But the world we live in is not; it has even lost the prospect of prosperity; and our own prosperity is vulnerable on that account. Only a new world market will revive the prospect of a general economic expansion. It will not happen unless the U.S., which has just proved that its voters have imaginations as well as bellies, can now prove that its leaders have courage and so decides.

Campbell's

Ahoy, there, mates!
Stand by to eat!
This fine, rich soup
Is hard to beat!



CLAM CHOWDER



Like a breath from the sea!

Try this wonderful zesty soup made from choice bay clams...spices...vegetables!

How exciting, that first fresh whiff of salt air as you near the ocean! That's the lift you'll get when those big bowls of Campbell's Clam Chowder come steaming to the table... For there's a rich, tangy fragrance to this delicious "soup of the sea" that appeals to the appetite...and the imagination...of the entire family. It's made by a traditional recipe as only Campbell's can make it. And no matter where you live, you can enjoy it as often as you like! *Mmm, good!*



NOW! Goodyear's new scientifically engineered SUBURBANITES WILL PULL YOU THROUGH



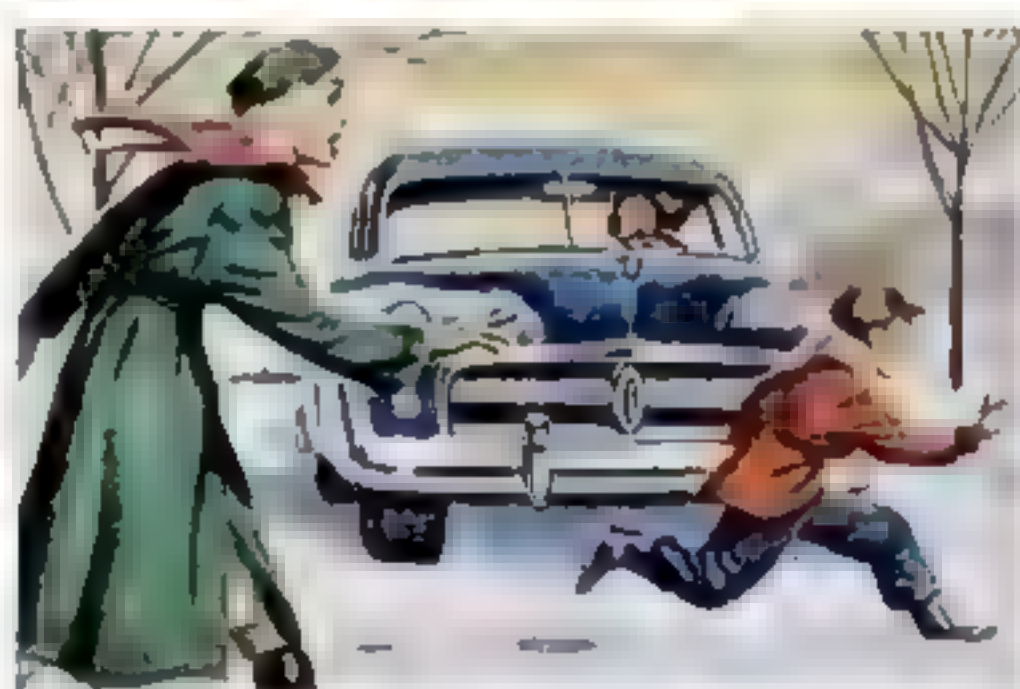
GOODYEAR'S NEW SUBURBANITES PULL TWO CARS UP WINTER-SLICK HILL!

The rear car in the above picture could do nothing but spin its wheels on that slippery slope. Then the car with new Suburbanites hitched on . . . and both cars sailed right up the

hill! The Suburbanite's 464 flexible cleats, with 1856 sharp edges, give up to twice the starting traction of regular tires! They cut down side slips and spins.



Up to 91% more starting traction! You know what a cold, dirty job it is digging yourself out of snow or mud! Why not let Suburbanites pull you through? When other cars are spinning their wheels, stalled in snowbound driveways or uncleared roads, you'll be breezing along on Suburbanites!



Up to 39% more stopping traction! This new winter tire stops you safely when other tires would throw you into a dangerous skid. On snow, ice or slush, its flexible, sharp-edged cleats bite through for firm, safe stops. You get over a third more stopping-power than with regular tires!



Smoother, quieter than any other snow tire! Suburbanites give you a much smoother and quieter ride! The annoying buzzing grind, the rough pounding of other winter tires are practically eliminated. See your Goodyear dealer. Get a pair of Suburbanites for your rear wheels now.

THE NEW

SUBURBANITE

by

GOODYEAR

Suburbanite, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

winter tread outperforms any other snow tire!

WHEN OTHER CARS ARE STALLED!



Tire makers have tried for years to whip the problems and hazards of winter driving!

Now Goodyear announces the greatest tire contribution ever made to safe winter driving—Goodyear's new Suburbanite! It will outpull and outperform by a wide margin any other winter tire on the market. Yet it's quieter than any other winter tire! It gives almost twice the starting traction—a third more stopping-traction than regular tires!

Read the dramatic story on these pages. Then put two Suburbanites on your rear wheels and take the tire hazards and headaches out of winter driving!

Here's the secret of the Suburbanite miracle tread!

1. This wide winter tread is made up of 464 flexible cleats with 1856 sharp edges. These cleats dig in like claws for greater traction.
2. Cleats are set on a scientifically designed, non-skid angle. Angled edges cut down side-slip and skids even on ice and packed snow.
3. On cleared highways flat tread runs quietly, smoothly. The Suburbanite is quieter than any other snow tire.



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WHEN CHARLIE FELL the audience did not seem to know whether to be concerned or amused.

UNREHEARSED CHAPLIN COMEDY

It was just like the script for one of Charlie Chaplin's old comedies. In trouble with the law (the U.S. was threatening to question his re-entry), "Charlot" was in Paris for a showing of his new picture, *Limelight*. Mobs cheered at the airport. President Vincent Auriol invited him to the Elysée Palace. The rosette of an Officer of the Legion of Honor was pinned to his lapel. Six hundred French stage and screen stars honored him at the Ambassadeurs Theater. But then, as Chaplin stepped forward on a

darkened stage to hear a welcoming speech, he stumbled—and the cameras caught him prat-fallen (above) with his foot in the prompter's box. Getting to his feet, Chaplin brought the house down by remarking, "After all, it's my regular job." A few minutes later the script came to its inevitable end. On stage for his curtain call, Chaplin was taking his bows when the curtain, as if on cue, came down with a rush and sent Charlie lurching ignominiously forward at his moment of final triumph.



WHEN CURTAIN FELL on Charlie, he floundered forward but managed to avoid falling again.



Actual unretouched
photographs of clothing
ironed after being
starched with 6 leading
liquid starches!



Starch A. Series of brown spots at right front of sport shirt.



Starch B. Several brown spots and holes on pocket handkerchief.



Starch D. STA-FLO PRODUCED PERFECT STARCHING RESULTS. SHIRT WAS SMOOTH, SNOWY WHITE, WITHOUT SPOTS.



Starch E. Hole at the knee in right leg of child's blue jeans.

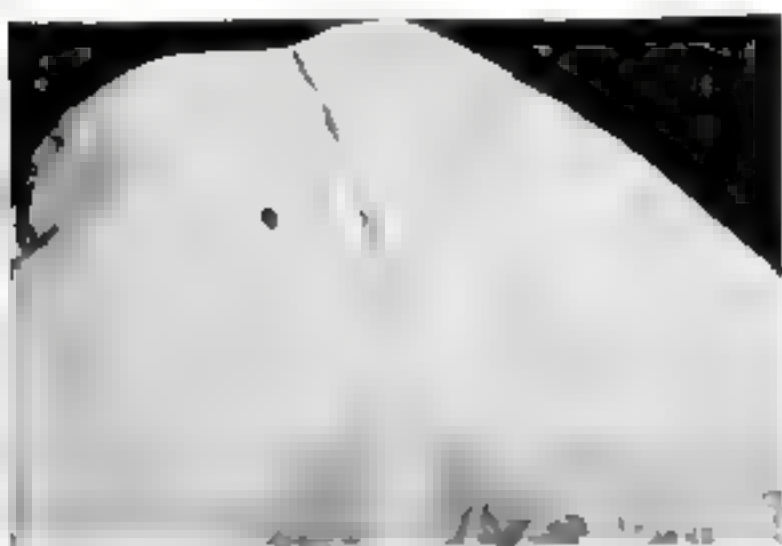
Sta-Flo America's No.1 Liquid

MASKS MYSTERY OF ON YOUR IRONING !

Unsightly brown spots or holes
which spoil clothes are often
caused by salt that is used
in leading brands of liquid
starch but—
IS NOT USED IN Sta-Flo
THIS FACT ESTABLISHED BY INDEPENDENT LABORATORY TESTS,
SHOWING HOW THE DAMAGE IS CREATED BY ELECTROLYSIS IN
THE PRESENCE OF METAL.



March C. Brown spots on front of child's embroidered dress.



March F. Large brown spot on upper portion of shorts.

Laboratory tests reveal that ironed clothing may develop brown spots and holes like those shown in the photographs to the left if starched with liquid starches to which salt has been added and if metals are present.

STA-FLO contains no ingredients which will injure fabrics. STA-FLO is UNCONDITIONALLY GUARANTEED not to cause such brown spots or holes.

Join the millions who enjoy the convenience of liquid starch—but be sure it's STA-FLO—and be safe. STA-FLO gives you easier, faster starching; whiter, brighter clothes; and smoother ironing, too.



Laundry Starch

LIFE ON THE NEWSFRONTS OF THE WORLD

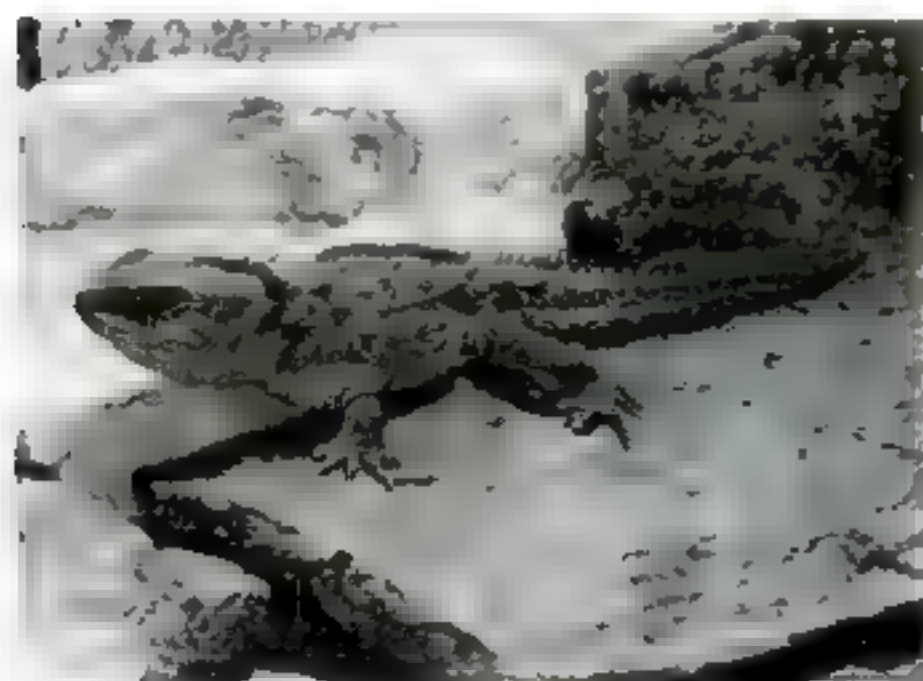
First H-bomb blast is reported, Toynbee consults crystal ball and a burglar is tripped by a toeprint

Last week the Los Angeles *Examiner* ran an article headlined "Eyewitness Tells H-Bomb Blast." According to the *Examiner*, an observer at the Eniwetok tests had written a letter describing the world's first hydrogen bomb—"a huge orange ball" that made the A-bomb look like "a runt." There had been much speculation about whether the U.S. had an H-bomb (*LIFE*, Sept. 22), but the Atomic Energy Commission snapped "No comment" to the *Examiner* story. Congressman Carl Durham, acting chairman of the Joint Congressional Atomic Energy Committee, was more loquacious. Questioned by a reporter, he asked, "Have they announced it? I would hesitate to make any statement until it is announced officially."

From the Sea of Okhotsk between Siberia and Japan a series of tidal waves swept eastward across the Pacific at the frantic speed of 400 miles an hour. Caused by an under-ocean earthquake, the 13-foot waves eventually smashed against the Aleutians, Midway and Hawaii but did not take a single life.

Adolph Sabath's last election

In 1881, from what is now Czechoslovakia, Adolph Sabath came to the U.S. as an impoverished immigrant boy, and he never forgot it. He sold shoes in Chicago, went to night school to learn law and was eventually elected to Congress, taking office in 1907. For the next 45 years he fought for immigrants and working men, sponsoring pension plans and compensation laws to protect them. Last week Adolph Sabath died, two days after the citizens of Chicago's Seventh District voted 2 to 1 to return him to Congress for his 24th consecutive term, an all-time record in the nation's history.



TUATARA GOES ON DISPLAY AT BRONX ZOO

Three U.S. zoos in San Diego, Chicago and the Bronx have just received three unrepresending lizards whose ancestry goes back 75 million years. When the dinosaurs were dying out all over the world, the tuatara holed up in New Zealand where it is still hanging on. In spite of the tuataras' impressive lineage, zoo-goers are apt to be disappointed in them. Except when eating its diet of two earthworms a day, the 18-inch tuatara sits motionless on a rock, hardly moving from day to day or from year to year.

Widow Elizabeth Stevens' fight to keep her Lapeer, Mich. home finally ended. Sheriff's deputies had dragged her out of her house (*LIFE*, July 21) because of a disputed debt, and her angry neighbors had repossessed the house for her. The bitter struggles aggravated Mrs. Stevens' heart condition, her doctor said, and last week she died.



PRIZE WINNER MAURICAM IN LIBRARY

Six men earn Nobel awards

Three Americans, two Britons and one Frenchman shared this year's Nobel Prizes. Dr. Selman Waksman of Rutgers University won the medicine prize for his part in the discovery of streptomycin (*LIFE*, Nov. 10). The physics prize went jointly to Harvard's Dr. Edward Purcell (whose work in radio astronomy is reported on page 138) and Stanford's Dr. Felix Bloch for discovering ways to measure magnetic fields in atomic nuclei, a vital factor in atomic structure. Dr. Archer Martin of London and Dr. Richard Synge of Aberdeen, Scotland together won the chemistry award for their invention of a coloring process which identifies minute particles in chemical mixtures. The literature award went to 67-year-old Frenchman François Mauriac for his "penetrating psychology and artistic intensity" in such novels as *Vipers' Tangle* and *The Desert of Love*.

William Gourlay was convicted of trying to rob a Glasgow, Scotland bakery when he left his toeprint on the office safe. Gourlay was barefooted because he had taken off his shoes to avoid leaving shoeprints in the bakery flour and had put his socks on his hands to avoid leaving fingerprints.

Reform by the 21st Century

Arnold Toynbee, who traced the past in *A Study of History*, made some remarkable predictions about the future to Edinburgh University's Hume Society. He prophesied that the world will be politically unified within the next 50 years, that white minorities will disappear

in Africa possibly after "terrible liquidation," that the burning question of the future will be birth control, and that a new religion based on a revolt against technology will reform the world in the 21st Century.

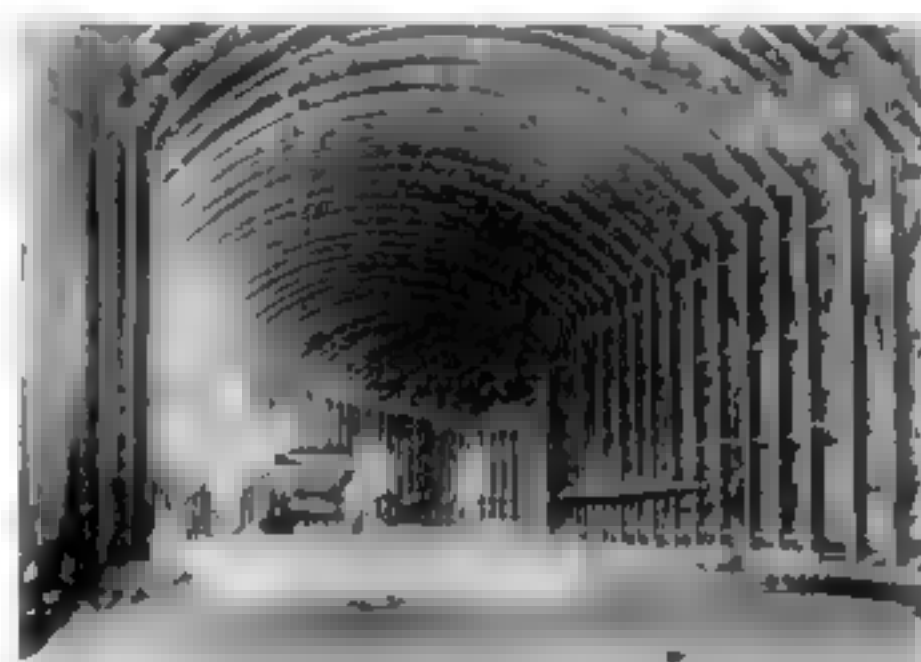
Comrade is uncomradely about wife

At the Yugoslav Communist Party Congress in Zagreb last week, Secretary General Ljubodrag Djurich practically broke up the meeting by accusing Serbian Party Leader Peter Stambolic of stealing his wife. Djurich was thrown out of the assembly and Marshal Tito restored order by saying that Djurich was probably a Moscow agent trying to discredit Yugoslavia.

The Illinois State legislature is under heavy fire from John Knobloch, a local official of the Hod Carriers, Building and Common Laborers Union. The legislators, Knobloch said, had stingily appropriated only \$17,000 to repair Abe Lincoln's Springfield home. This takes care of only half the building. The other half is being gnawed up by irreverent termites.

Kentucky basketball fouls out

The University of Kentucky basketball team, perennially one of the best in the country, was put on probation for the entire winter season by the National Collegiate Athletic Association. Following last year's bribery scandals which involved former Kentucky stars, the N.C.A.A. took a look into Kentucky's athletic practices and found not only illegal subsidization but also the use of academically ineligible players. University officials grumbled that the N.C.A.A. ruling was "unduly severe" but dutifully canceled all games.

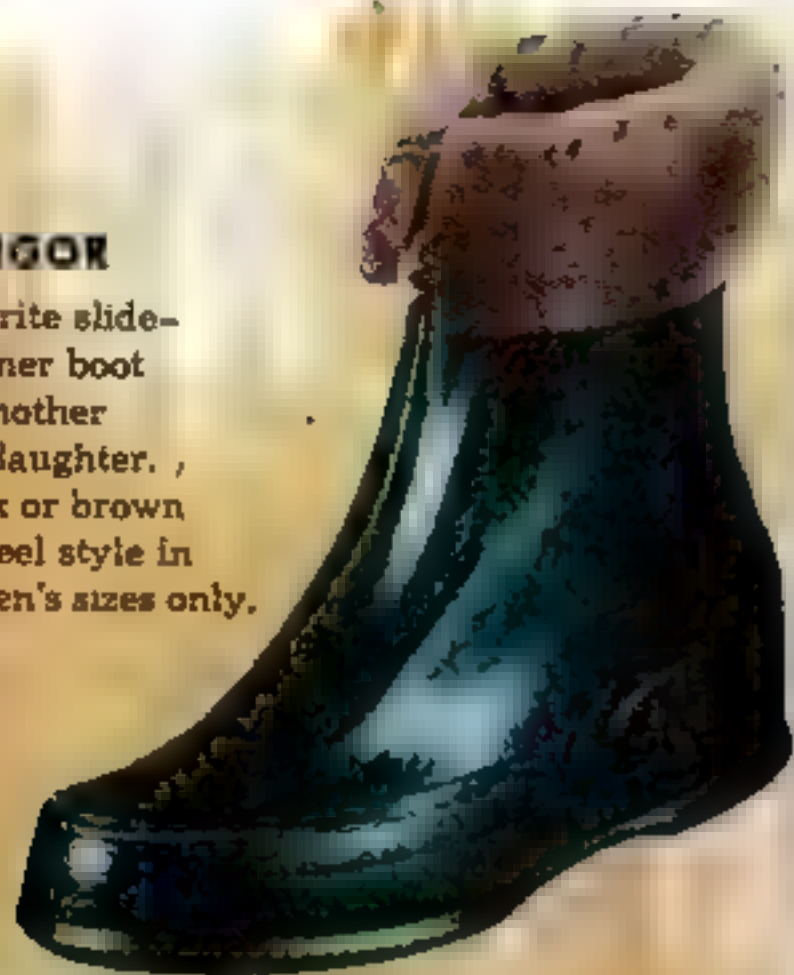


VAULTED ROAD LEADS TO SECRET PENTAGON

Thanks to a slip-up in the Army Corps of Engineers the U.S. got its first look at the "underground Pentagon," a \$35 million structure at Camp Ritchie, Md. which would be used as an emergency command post in the event of an enemy bombing. Photographs of the three-story underground building were classified secret, but the Army, publishing a booklet on its construction projects, has incomprehensibly included a picture of the building's vaulted entrance.

BANGOR

Favorite slide-fastener boot for mother and daughter. Black or brown. Hi-heel style in women's sizes only.

**SORORITY**

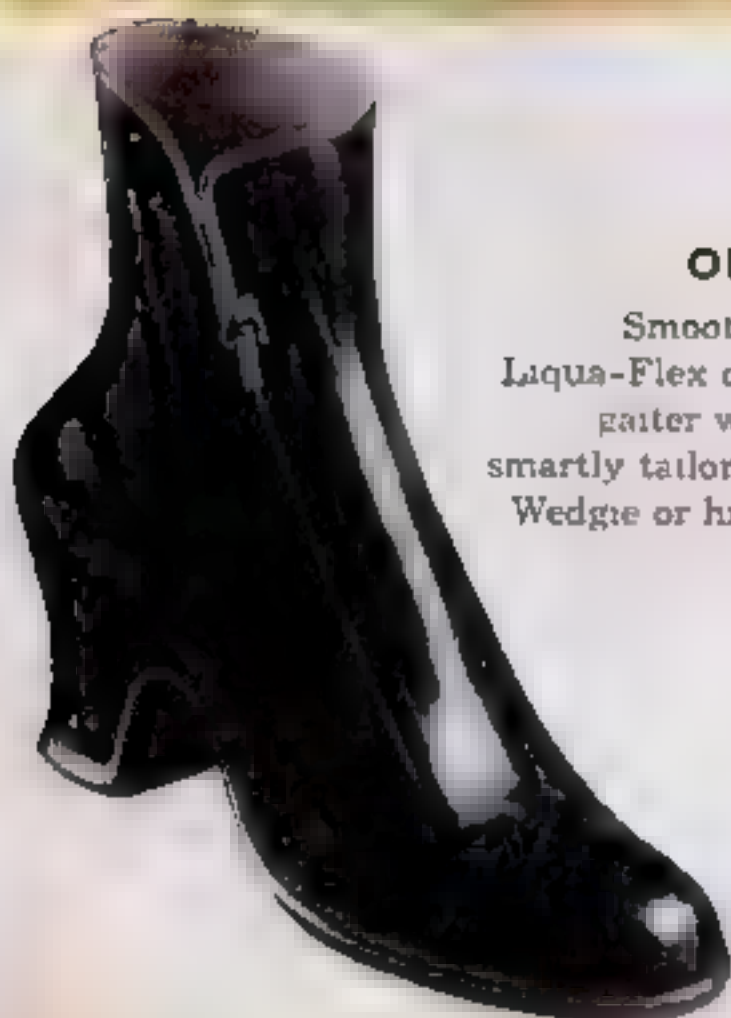
Stretchy latex—so light and flexible. Five sparkling colors. Hi-heel and wedgie styles.

**BOSTON BOOT**

Slide fastener on inside for easy slipping on and off. Brown or red. Sizes for older girls and women, too.

**OBERLIN**

Smooth fitting Liqua-Flex dress-up gaiter with that smartly tailored look. Wedgie or high heel.

**BEVERLY**

Child's adjustable strap and snap gaiter. Easy for little hands to pull on and take off. Red, white, or brown.

**KENDALL**

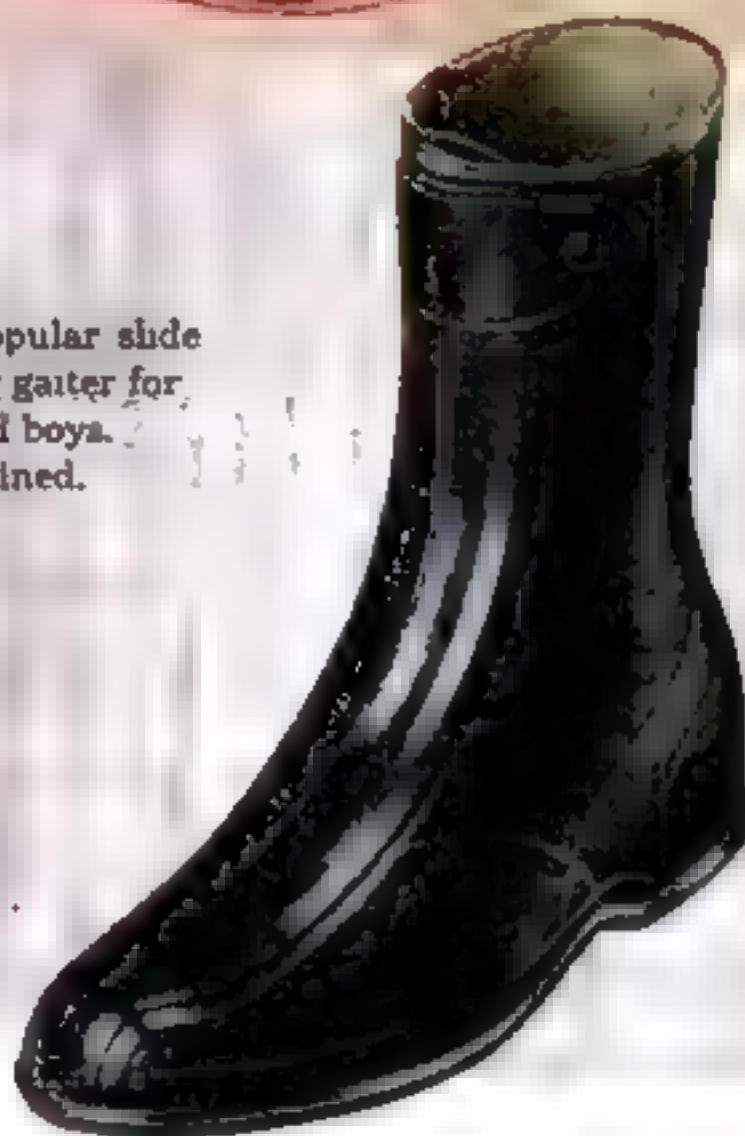
Liqua-Flex pull-over boot for men. Extra light, extra flexible, extra comfortable.

**LAKE FOREST**

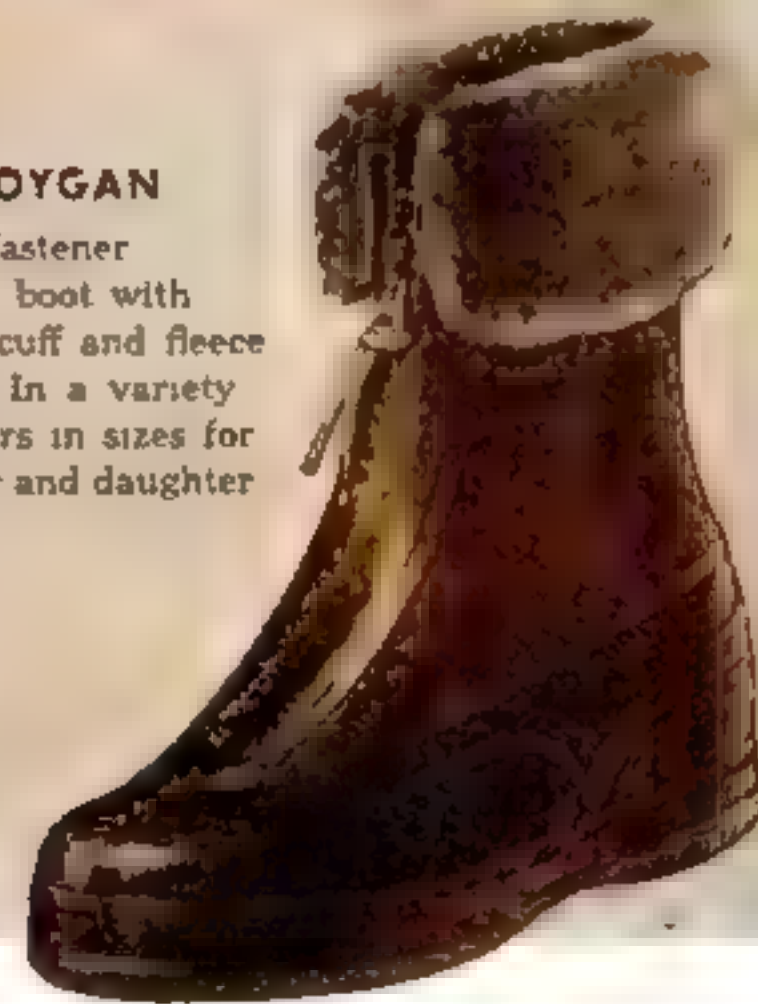
Nylon and water-proof! Gay-hued BALL-BAND lace boot with warm fleece lining. Rich, wonderful colors.

**ALCO**

Most popular slide fastener gaiter for men and boys. Fleece lined.

**SHEBOYGAN**

Slide-fastener rubber boot with warm cuff and fleece lining. In a variety of colors in sizes for mother and daughter.



style wise • comfort wise • value wise

it's wise to look for the RED BALL

And it's health-wise, too, to help the whole family look its best all winter with the light-to-wear comfort of BALL-BAND's newest Weatherproofs. Make sure, now, that your family's feet stay warm and dry on cold stormy days—in Weatherproofs from the store that displays the Red Ball.

Weatherproofs by BALL-BAND
MISHAWAKA, INDIANA

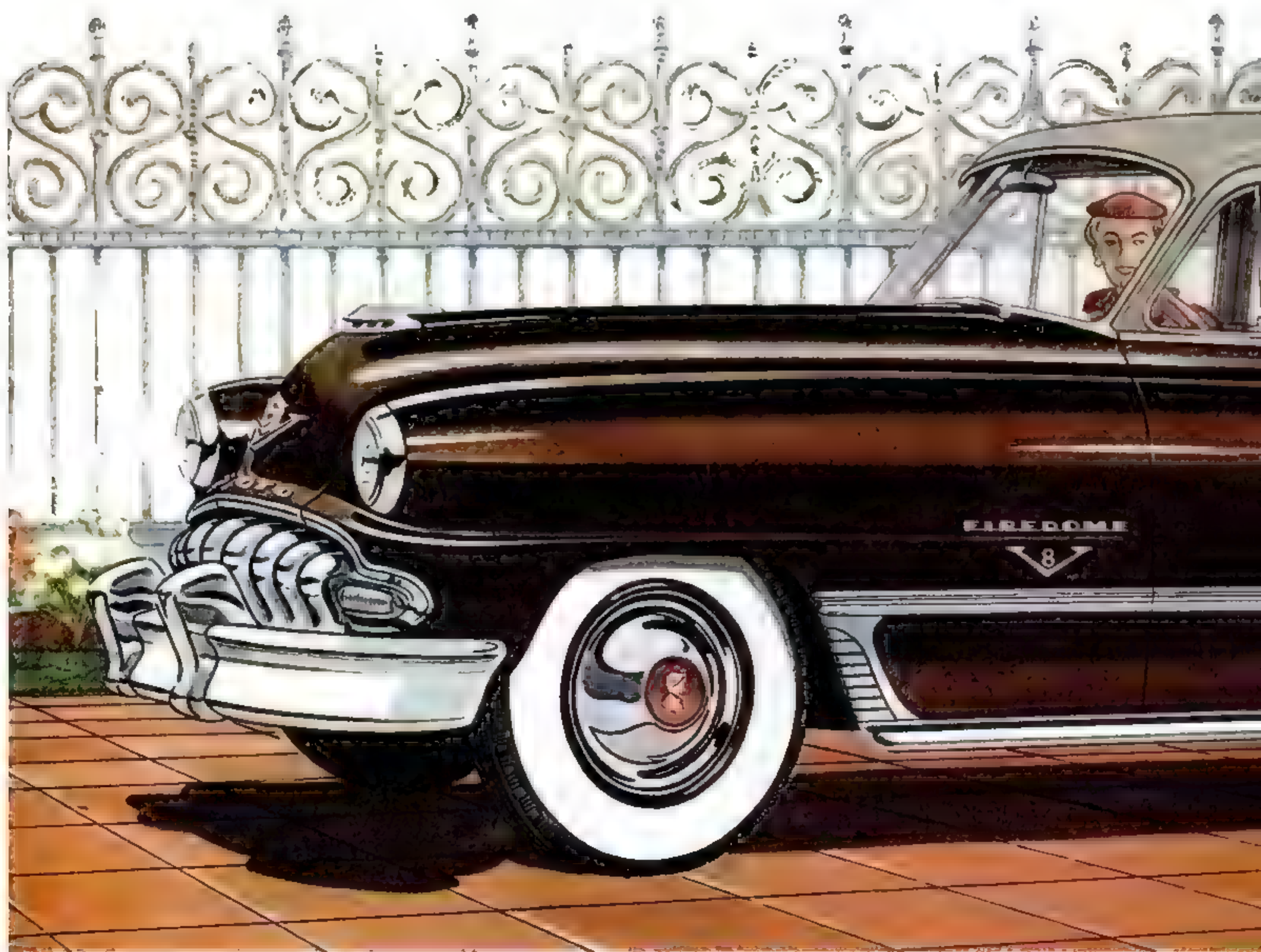


LOOKING FOR GOOD FOOTWEAR? LOOK FOR THE RED BALL • RESPECTED FOR QUALITY SINCE 1891

ANNOUNCING *the* *Distinguished* De Soto *for* **1953**



Here is your preview of tomorrow. Here is automotive design at its freshest and finest...with engineering at its most brilliant. Here is the new 1953 De Soto...the mighty 160 h.p. Fire Dome V-8 and the Powermaster 6...with Power Braking, Full Power Steering, and Hydraulic No-Shift Driving. On display...NOW!



YES, you can see right away that it's a De Soto. It has all of the distinction, the strength and the comfort that goes with the name. Now every line has a sweeping *new* beauty. De Soto is longer, lower, lovelier than ever . . . from air-vent hood to jet tail lights . . . from one-piece panoramic windshield to wrap-around rear window.

And its performance matches its looks, whether you choose the famous Powermaster Six or the sensational 160 h.p. FireDome V-8 (*America's most powerful engine design!*). It offers you the magic of *Full Power Steering*, the greater ease and safety of *Power*

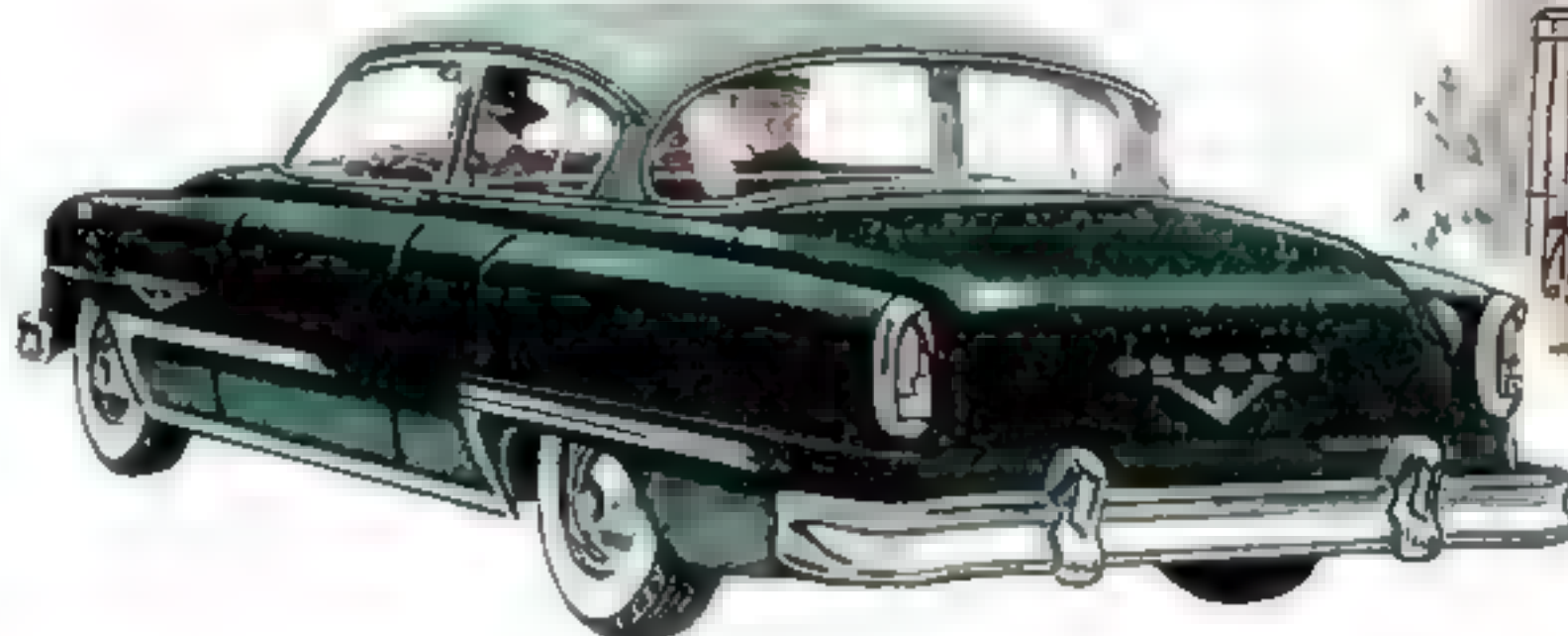
Braking, the finest kind of No-Shift Driving.

Go and see this remarkable De Soto for 1953 . . . now on display at your dealer's.

Then drive it . . . for an unforgettable new motoring experience. You will be thrilled!

De Soto Division, Chrysler Corporation

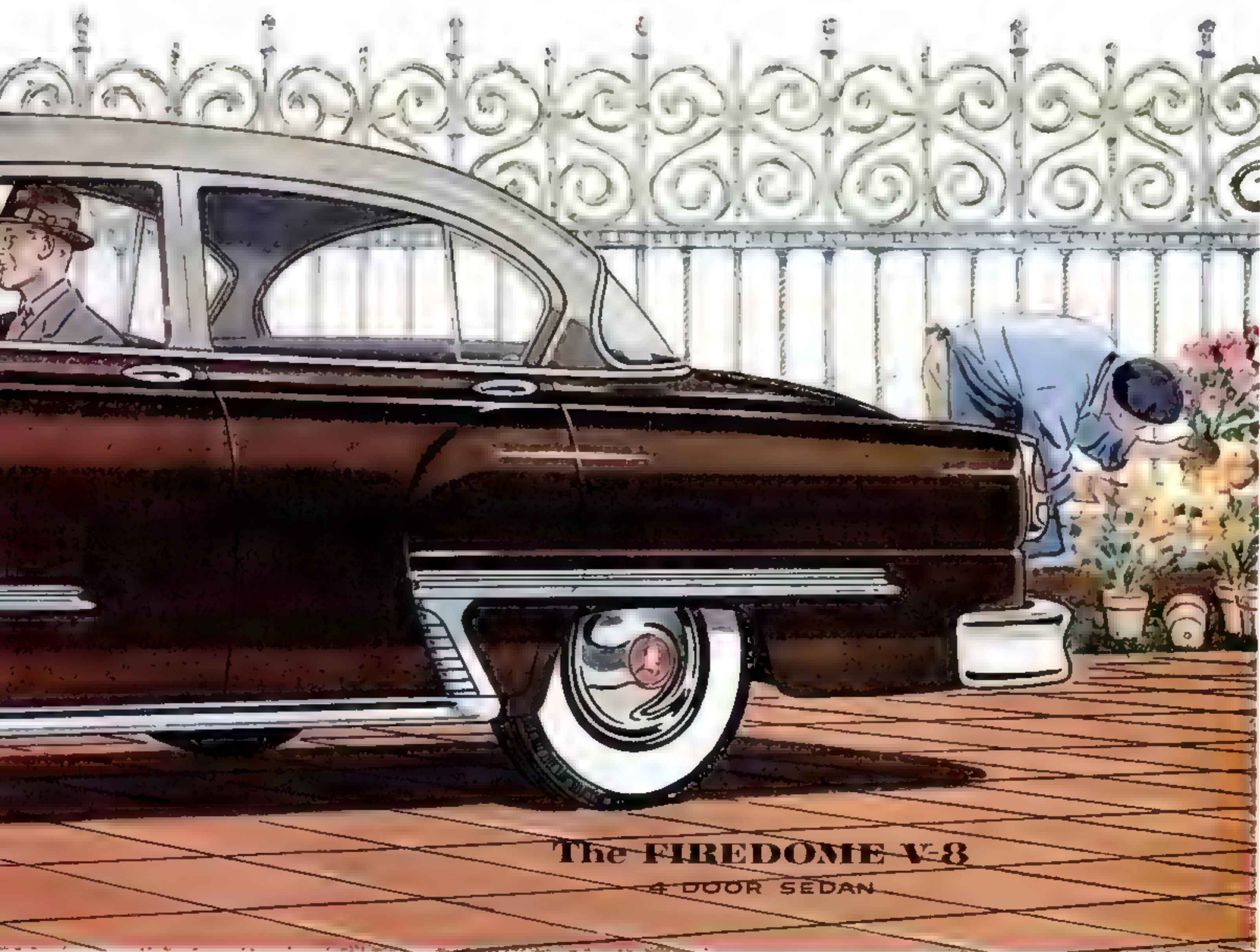
THE FIRE DOME V-8 CLUB COUPE



De Soto



Famous for Fine Engineering



The FIREDOME V-8
4 DOOR SEDAN



Deliciously yours!

*P.S. Hunt—for the best. See your grocer's ads
and look in his store for the low price!*





TENEMENTS SAG ON SAN GERÓNIMO STREET. EXPERTS ONCE BLAMED SINKING ON HEAVY NEW BUILDINGS, BUT THESE DATE TO SPANISH COLONIAL TIMES

MEXICO CITY IS SINKING

As its streets sag and its buildings buckle, ancient flood troubles return to plague the capital

Ever since the century began, one of the major cities of the Western hemisphere, Mexico City, has been sinking. The ground level has dropped as much as 16 feet (diagram below) and is now sinking at a rate of 20 inches a year. Streets have sagged, buildings buckled

and the city's old flood troubles have returned.

A commission went back in its investigation to the conquistadores. Mexico City was originally built on an island in Lake Texcoco, and to overcome floods the Spaniards built great drainage sewers and drained the lake. Then, to

get water, wells were drilled into the subsoil. Sucked dry by 9,000 wells, the subsoil started to collapse and the ground to fall. In the rainy season, water from the drainage and sewage systems, which should run off, now backs up above ground level to flood the sinking city.

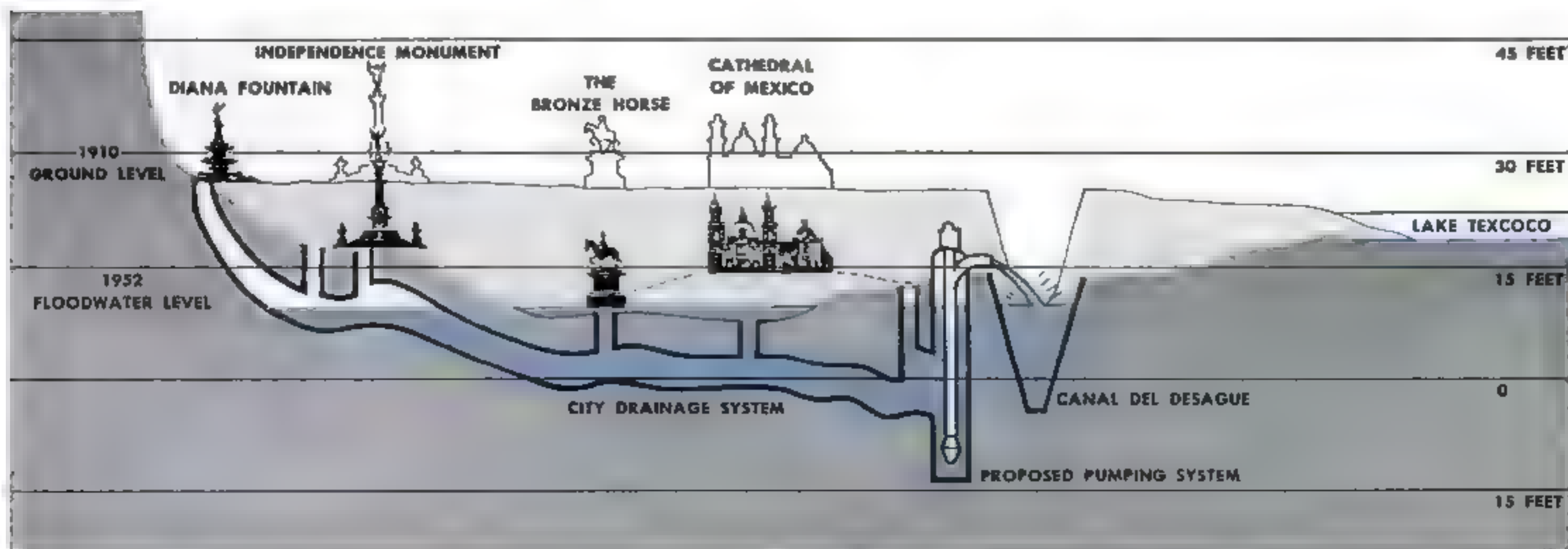


CHART OF DESCENT shows effects on city landmarks. Diana Fountain, on firm ground at foot of hill, has kept its level while Bronze Horse, erected on soft subsoil of drained lake bed, has sunk 16 feet to flood level. Cathedral, on higher

ground at a distance (dotted line), has sunk 11 feet. Main drainage (Desagüe) canal, having sunk less, is now too high to receive sewer system discharge. Work has begun on pumping system to lift flood waters (shown in blue) into canal.

the chocolate
EVERYBODY
likes...

5
DELICIOUS FLAVORS
ALMOND * CRISP * MILK
COCONUT * BITTRA
EACH BITE SIZE PIECE IS WRAPPED IN FOIL
TO KEEP IT FRESH AND CLEAN
SOLD AT YOUR FAVORITE CANDY COUNTER

Sinking City CONTINUED

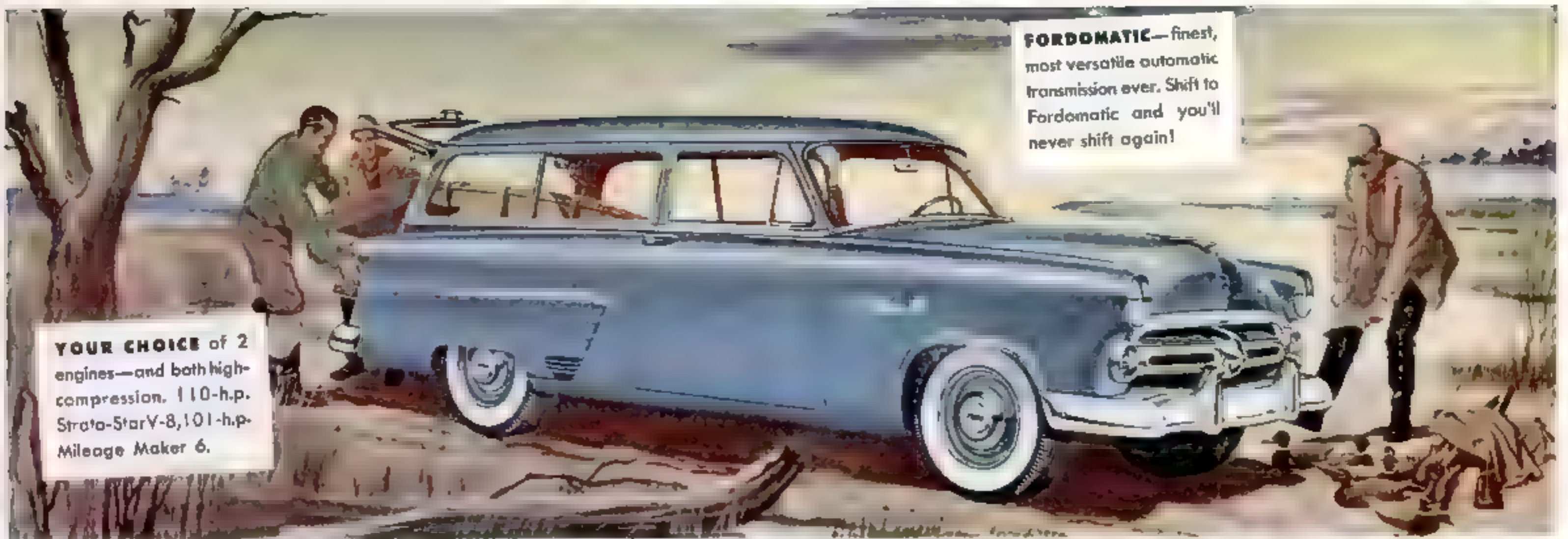


RAINY DAY TAXI ferries businessmen at 11½¢ each in a street that has sunk below sewer level. Boatmen made \$10 to \$30 daily in wet season floods.

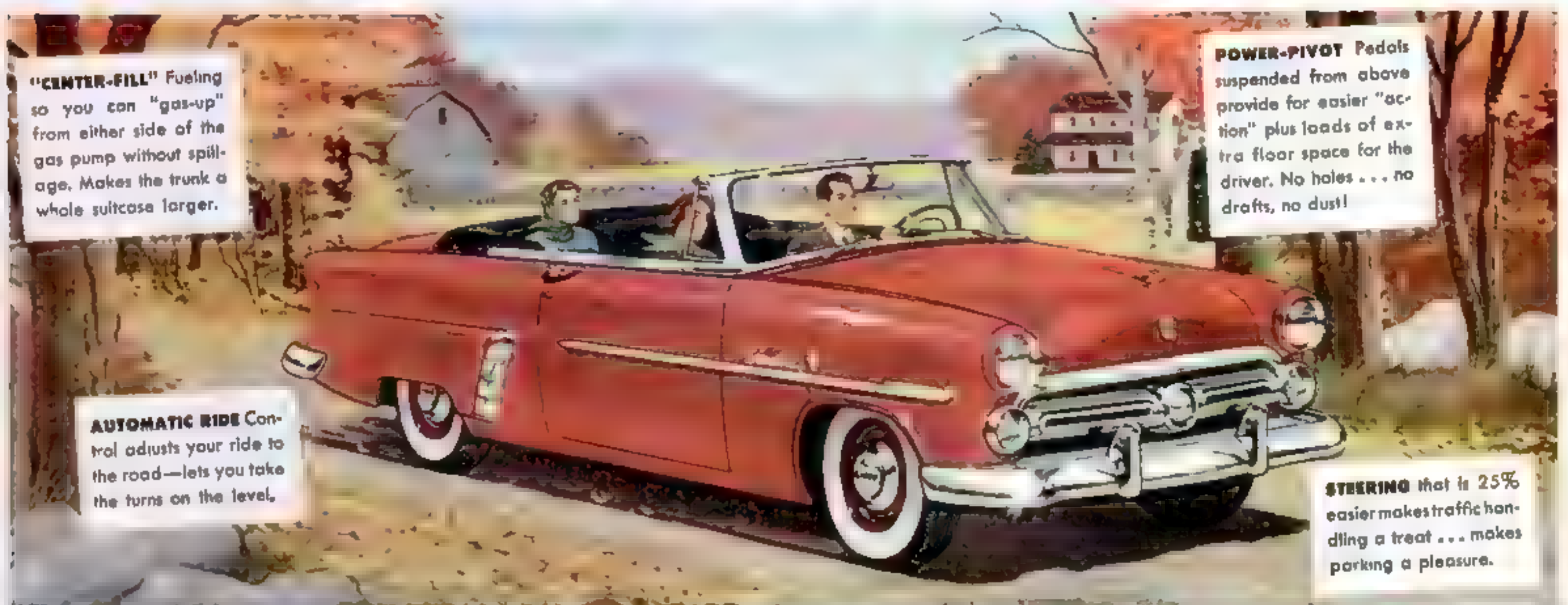


DRY LAND SQUEEZE slowly cracks and collapses old building on Avenida Insurgentes, outweighed and outsunk by newer, heavier six-story neighbor.

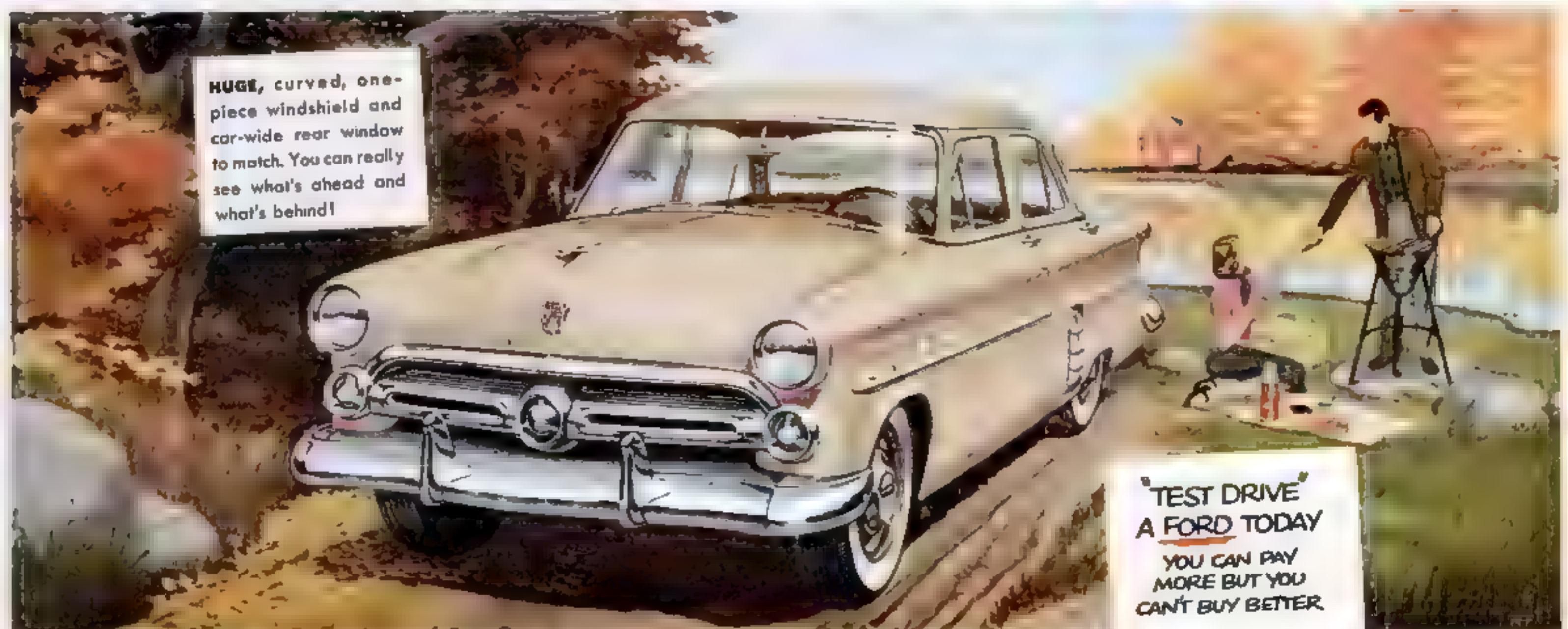
CONTINUED ON PAGE 61



Look what you're missing...



...if you don't own a **FORD!**



Fordomatic, Overdrive and white sidewall tires optional at extra cost. Equipment, accessories and trim subject to change without notice.



New 1953 Westinghouse CLOTHES DRYER

Croons a tune when clothes are dry!

Yes, it really strikes up, "How Dry I Am!" . . . when clothes are dry and ready to come out! This 1953 Clothes Dryer is stunningly new and different inside and out . . . designed to free you forever from weather worries and all the messy, backbreaking labor of washday. See for yourself how easy it is to make every washday SUN-day!



Listen—Listen . . . to the Singing Signal!

Your time's your own while clothes are drying automatically! Then . . . a merry "How Dry I Am!" . . . peals out, telling you clothes are ready to be removed. The singing signal is a Westinghouse trade-mark.



New—New . . . 3-Way Dry Dial!

Just set dial as desired—dry for storage, damp-dried for ironing. Low temperature controlled heat for new synthetic fabrics requiring minimum time and temperature.



Bigger—Bigger . . . New Loading Door Shelf!

Door forms exclusive jumbo-sized loading shelf that's so convenient for you. Eliminates heavy lifting . . . there's no work at all.

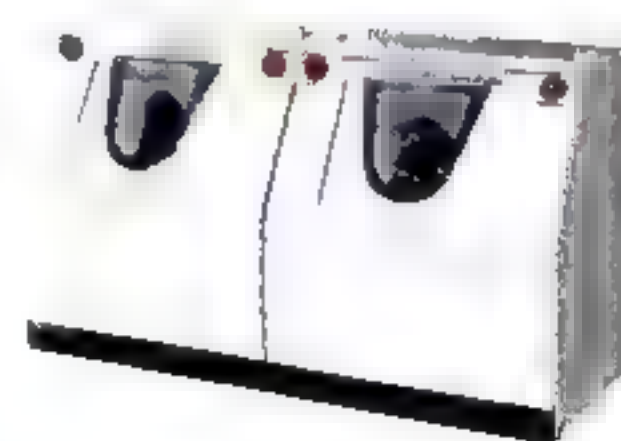


*... of course,
it's electrical*

They're America's Favorite Laundry Twins!

What a pair for getting *all* your wash-day work done *automatically*! The new Clothes Dryer's "Twin"—the new '53 Laundromat®—matches identically in smart modern styling. Has exclusive Weigh-To-Save Door and jumbo Loading Shelf with the Water Saver . . . plus famed WASHaway, RINSEaway Action.

WESTINGHOUSE ELECTRIC CORPORATION
Mansfield, Ohio



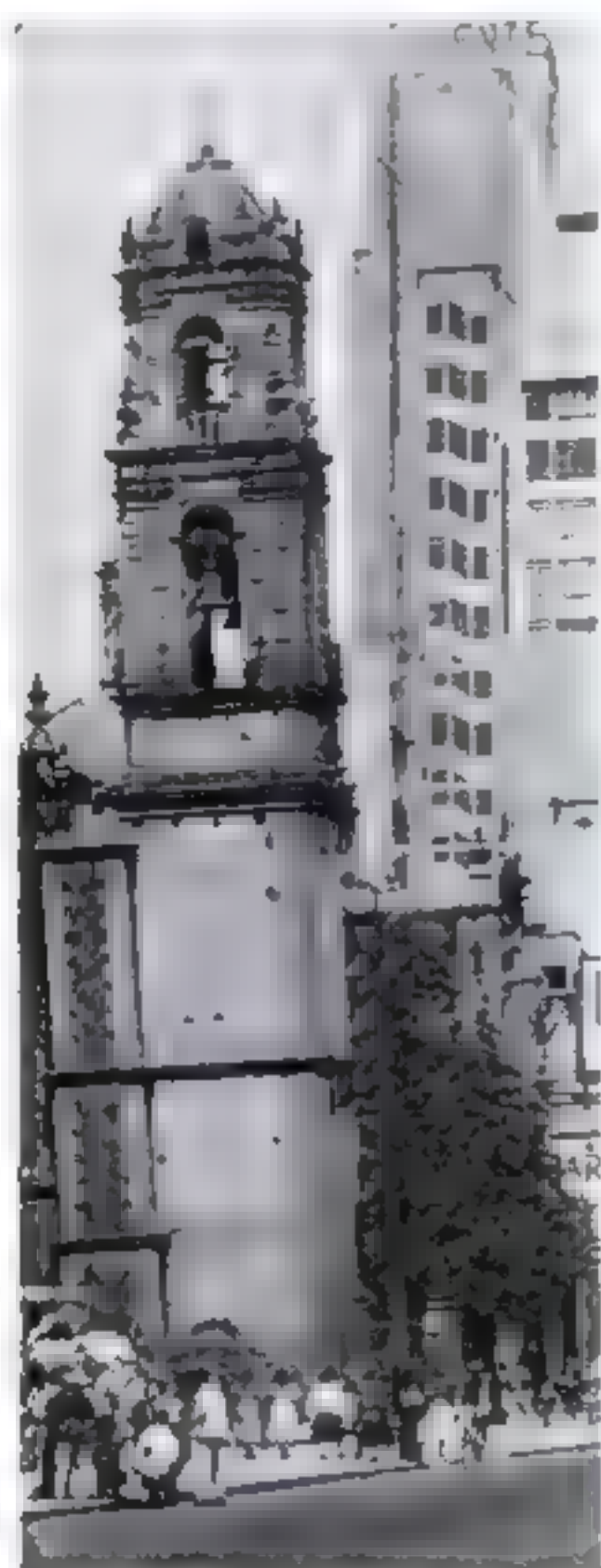
YOU CAN BE SURE... IF IT'S

Westinghouse

See TV's Top Dramatic Show . . . WESTINGHOUSE STUDIO ONE . . . Every Week



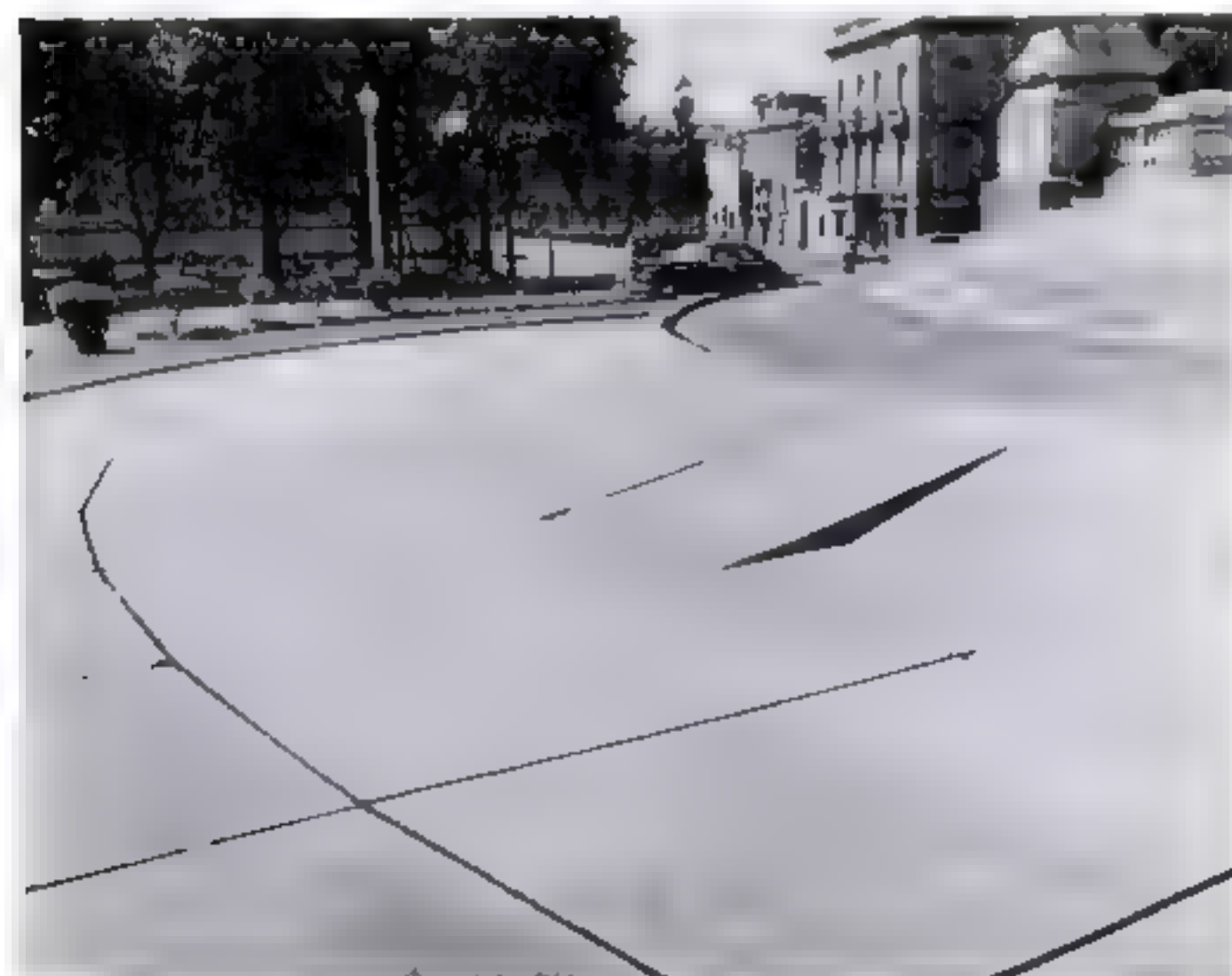
DIVIDING, Roble Building (right) has split away from its neighbor, leaving a wedge-shaped opening now gaping three feet wide at the top.



TILTING as it sinks, tower of a church on Avenida Hidalgo takes a list to the left away from still vertical new building in background.



SETTLING, Independence Monument (left) has sunk eight feet since 1910 while its sidewalk (below), settling even faster, cracks and buckles.



CONTINUED ON NEXT PAGE

Our guest is snarled by his own yarn, dear!



Friend Bob is in an awkward spot
He told a joke that no one "got."



He wishes he could hide or flee
And then—he smiles, delightedly!



We do him honor with the best
Of compliments to pay a guest.

The finest cordials in the land,
They're Hiram Walker's—simply grand!

Creme de Cacao by Hiram Walker

Discover what a fabulous flavor a chocolate liqueur can have. Taste *Hiram Walker's* Creme de Cacao. To create this creamy smooth liqueur, Hiram Walker uses selected South American cacao—the world's finest.

To honor guests
bring out the best—serve

HIRAM WALKER'S CORDIALS

A taste variety of 18 distinctive Cordials



60 proof 70 proof 60 proof
Hiram Walker & Sons Inc., Peoria, Ill.



For that One



important gift...



THE ASTOR SET—Genuine square-cut Ruber diamond set in rich ebony case. 1/20 12K gold filled. \$17.50.

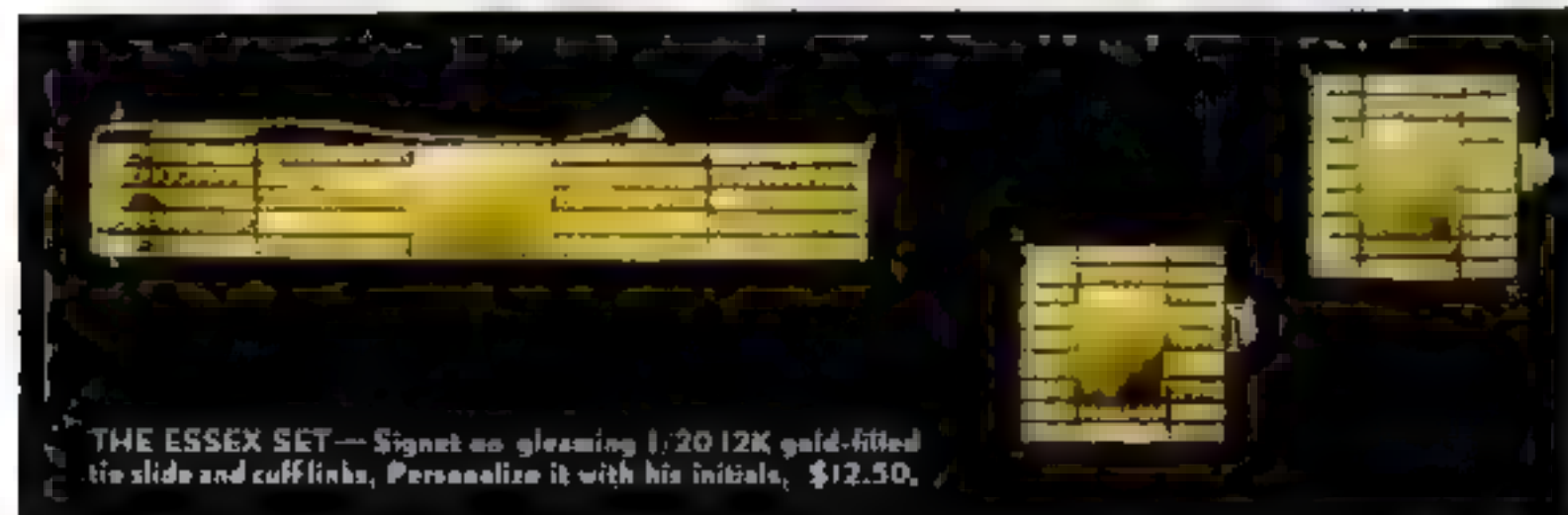
give the finest...



THE KENYON SET—Distinctive hand-engraved design on 1/20 12K gold-filled tie slide and cuff links. \$12.50.

give **Anson**
JEWELRY FOR MEN

TASTEFULLY GIFT-BOXED—AT ALL GOOD JEWELRY COUNTERS. • ALL PRICES PLUS FEDERAL TAX. • ANSON, INC. PROVIDENCE • TORONTO



THE ESSEX SET—Signet on gleaming 1/20 12K gold-filled tie slide and cufflinks. Personalize it with his initials. \$12.50.

Sinking City CONTINUED



SKYSCRAPER'S NEIGHBORS suffer when it pushes into subsoil. Girder work (right, background) cracked church (foreground) and damaged hotel (behind church) so badly that builders have to pay hotel rent for entire floor.



SKYSCRAPER BUILDERS in city's postwar building boom try to prevent sinking by driving piling into subsoil. Such foundations give temporary stability, though sometimes sidewalks sink and pilings may rot without moisture.

Expand your home—overnight! Get an “extra bedroom” with Hide-A-Bed for as little as \$199⁰⁰!



Modern-style Hide-A-Bed in brown tweed. Also in green and red. \$249.50.

No need to let housing costs make you wait for that convenient “extra bedroom.” Tonight your home can be one bedroom “bigger” with a beautiful, blissfully comfortable Hide-A-Bed* made only by Simmons. By day, you’ll

have a smart, attractive sofa chosen from a wide range of sizes, styles and fabrics. All yours for only the price of a sofa. \$199.00 and up. See Hide-A-Bed ... now ... at your favorite furniture or department store.



Easy does it. In 30 seconds your stunning sofa glides out into a comfortable bed. Easy to close, too. You fold the bed away completely “made up” and ready to use again. Best of all is the *comfort*. You don’t sleep on sofa cushions. You

have the *regular-bed comfort* of a full-length, full-width Simmons innerspring mattress. No rolling toward center, thanks to special Simmons base construction. See Hide-A-Bed at your Simmons dealer’s.

Scores of decorator-selected fabrics to choose from. Ten different styles. Three sizes: Settee size from \$179; Apartment size from \$189; Full size from \$199. Convenient payment terms can usually be arranged.

Get your *Beautyrest** on a *Hide-A-Bed*. Simmons makes them both! Yes, Simmons, the world’s largest manufacturer of bedding equipment, makes all types of sofa-beds, including famous *Hide-A-Bed*.

And Simmons makes all types of fine mattresses, including *Beautyrest*—the first and the finest to bring luxury-comfort to millions, at low cost. Choose a famous *Beautyrest* mattress for your *Hide-A-Bed*.



Ultra-modern single settees become single beds at night. In a wide range of sizes to fit any space. Each \$189.

Only Simmons makes **HIDE-A-BED**

Another quality product from the House of Simmons ... the greatest name in sleep.

*Trade-mark Reg. U. S. Patent Office. Depr. 1952 by Simmons Co., Mde. Mart, Chicago, Ill.

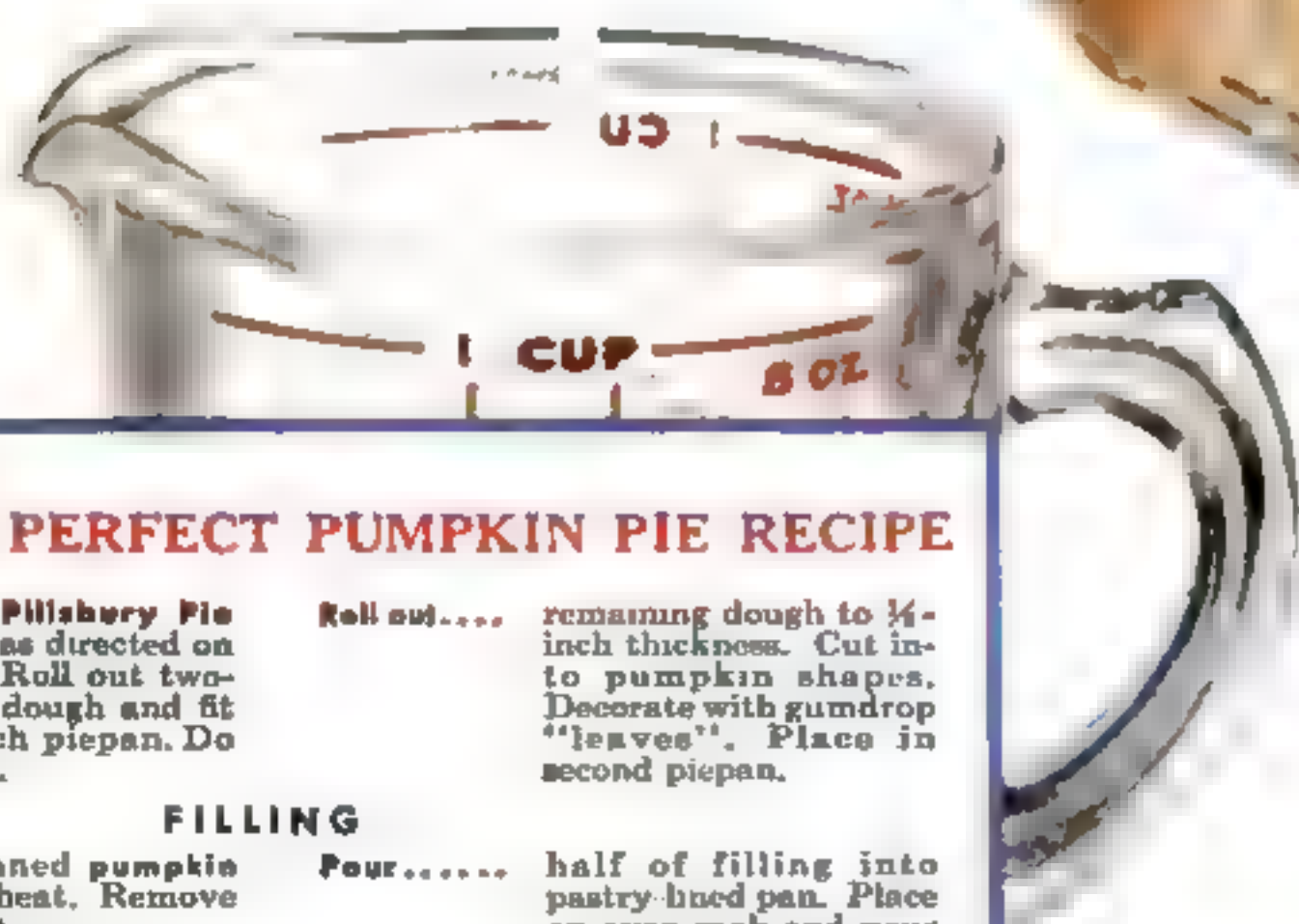
FOR HOLIDAY TIME...

Make it Pumpkin...

The smoothest of fillings made with Evaporated Milk...



Evaporated Milk makes really smooth, delicious pumpkin pie. Evaporated Milk is pure, whole milk—including all the cream with only water removed.



Ann Pillsbury's PERFECT PUMPKIN PIE RECIPE

Mix..... 1 package Pillsbury Pie Crust Mix as directed on package. Roll out two-thirds of dough and fit into 9-inch piepan. Do not prick.

Roll out.... remaining dough to 1/4-inch thickness. Cut into pumpkin shapes. Decorate with gumdrop "leaves". Place in second piepan.

FILLING

Heat..... 1 1/2 cups canned pumpkin over low heat. Remove from heat.

Combine... 1/2 cup firmly packed brown sugar
1 teaspoon cinnamon
1/4 teaspoon ginger
1/4 teaspoon nutmeg
1/2 teaspoon salt; blend into pumpkin.

Blend in... 1 1/2 cups (1 tall can) evaporated milk
2 eggs, slightly beaten.
Mix thoroughly.

SWEET POTATO PIE. Substitute canned sweet potatoes or canned squash. Reduce spices to taste.

Pour..... half of filling into pastry-lined pan. Place on oven rack and pour in remaining filling.

Bake pie and pastry cut-outs at 450° F 10 minutes. Reduce heat to 350° F. and bake pie 40-50 minutes more. Cool. Chill evaporated milk, bowl and beater; whip for topping. Garnish with pastry cut-outs.



Evaporated Milk and other dairy foods are 30% of all you eat, yet cost only 15¢ of your food dollar!

AMERICAN DAIRY ASSOCIATION

"Voice of the Dairy Farmer"

20 N. Wacker Drive Building • Chicago 6, Illinois

Make it Perfect

The flakiest of crusts made with Chill-Blended Pillsbury Pie Crust Mix



You don't have to go through the woods to grandmother's house to get pumpkin pie the likes of this. You can whip one up at your house very easily indeed. Evaporated Milk is the key to the rich, smooth filling. And Chill-Blended Pillsbury Pie Crust Mix is any

woman's answer to flakier crust. Pillsbury's exclusive Chill-Blended method of combining flour and shortening at low temperatures gives you crust that's marvelously flaky and tender every time you try your hand. Water is all you add. See how easy? Look how good!

Pillsbury Pie Crust Mix

THE CHILL-BLENDED MIX



Make it Libby's...

For the
FILLING...
smoothest, richest
you ever
tasted!



*for pumpkin pie
that is the world's
best and easiest!*

For the
CRUST...
sure-success and
flakiness in
a jiffy!



Never have you tasted such pumpkin pie as Libby's gives you. It's mellow as a harvest moon! That's because Libby's is made from specially cultivated pie-pumpkins . . . and packed in Libby's own special way, to give a velvety, custard-rich consistency. With Libby's Pumpkin and the prize recipe on the label you'll be a much-kissed cook! Libby's comes in two sizes: No. 2½ can for two 9-inch pies; No. 303 can for one pie.

Libby, McNeill & Libby, Chicago 9, Illinois

SIMPLE AS A-B-C

1. Use the famous filling recipe printed on the back of every Libby's Pumpkin label. It gives the perfect proportions of pumpkin, spice, and milk for the most glorious pumpkin pie you ever tasted!
2. Use your favorite brand of pie-crust mix—for a flaky, easy crust.
3. Serve—and get compliments galore!



AS MERCURY, Barrault swings above the Goddess of the Night driving two-horse-power chariot.

This is prologue for Molière's *Amphitryon*, another version of which starred the Lunts some years ago.



AS PIERROT, Barrault preens himself as he finally recovers his stolen watch (following page).

M. Barrault on Broadway

GREAT FRENCH ACTOR IMPORTS A FESTIVAL

Jean-Louis Barrault is a slender but athletic Frenchman with a delicate beak, a birdlike head and a face that is a perfect meeting place for tragedy and comedy. In Europe, where he is celebrated as one of the finest of living actors, Barrault has played more than 100 amazingly varied roles, but in the U.S. he has been seen in only a few French films (*La Ronde*, *Les Enfants du Paradis*). Last week Barrault and his wife, Madeleine Renaud, a noted star in her own right, came to Broadway with their troupe of 30 actors to give a festival of nine plays. Many people who do not understand French have bought tickets, partly because it is a fashionable thing to do, partly because Barrault's acting is so eloquent that it speaks for itself.

Barrault acted for six years with the famous Comédie Française, and is an expert at the ancient art of pantomime which blossomed in the impromptu buffoonery (*comedia dell'arte*) of strolling Italian players and has been carried on ever since by circus clowns and burlesque comedians. When young, Barrault was so diligent a student of dramatic techniques that he spent 10 years studying the "art of walking." Today, as a theorizer on the theater, he says that in acting a balance must be kept between spontaneity and control. But above all, for an actor in a part, it is "a question rather of losing himself than of contemplating his navel."



PICKPOCKET PANTOMIME

One of the pantomime skits which Barrault tosses into his program from time to time is this scene (left) from his film, *Les Enfants du Paradis*, wherein he mimics a sad-faced pierrot. Baptiste, who picks his own pocket. In the top picture Baptiste's hand sneaks from under his coat, ready to steal his own watch. In the middle, he discovers with agony that his watch is missing, and below he finds it in his own hand. Barrault's program includes a stage version of the pierrot ballet that was seen in *Les Enfants*.

ORDEAL OF JOSEPH K.

Hemmed in by black walls of a murky corridor, Barrault in picture above gives his impression of the bank clerk Joseph K., hero of *The Trial*, a play by André Gide and Barrault based on the novel by Franz Kafka. Joseph K. is a sort of beaten-down modern Hamlet. In a nightmarish fantasy he finds himself a culprit of a crime of which neither he nor apparently his judges have any knowledge. Finally overwhelmed by a neurotic sense of his own guilt, he allows himself to be taken by the executors and killed.

Better See Motorola TV

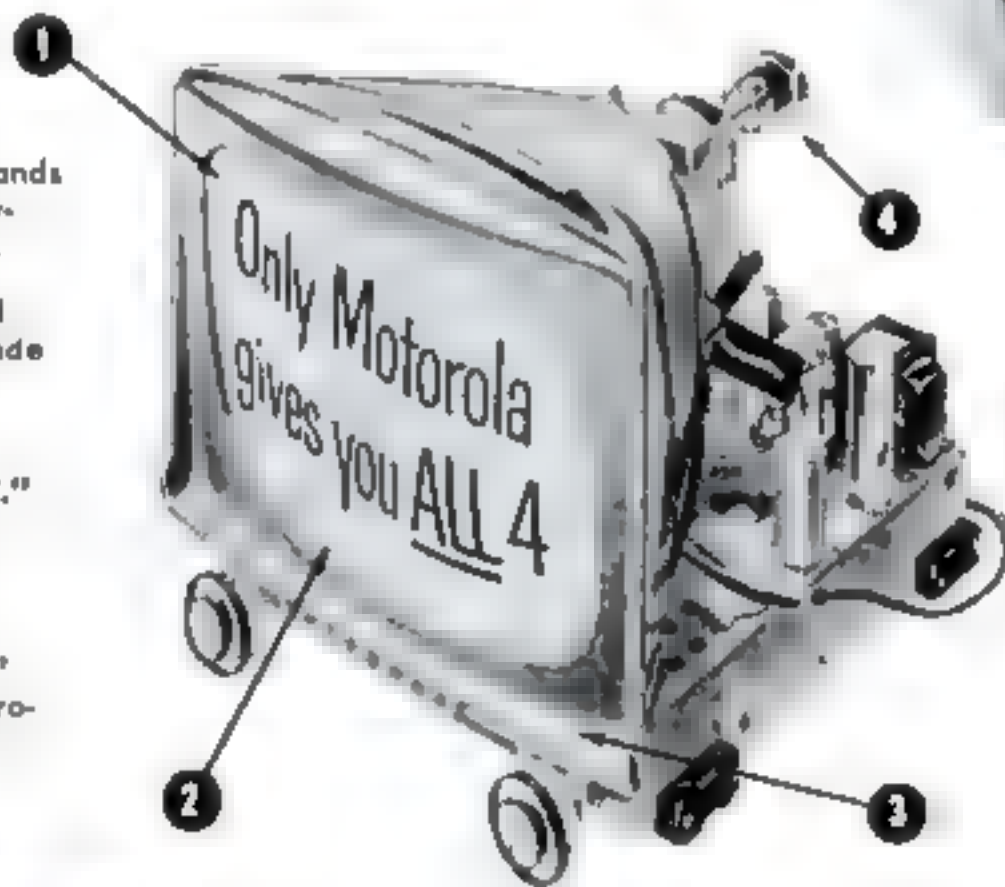


MODEL 17K15—Mahogany finish, half-door console, 17 inch tube.

with the sensational **NEW**
Standout Picture



1. New "Forward Mounting" brings tube face up front so it stands out from set . . . projects shadow-free picture forward into room.
2. "New Dimension" Cylindrical Tube optically curved side to side for clearest, sharpest, most realistic picture in TV.
3. New, Improved "Glare-Guard." Tube and Dustite safety glass tinted at precise optic angle to eliminate glare, reflection.
4. New Built-In "Lifetime Focus." New Motorola-pioneered electrostatic tube permanently set for razor-sharp pictures.



ACOUSTINATOR TONE CONTROL

Full variable, bass to treble, to adjust majestic "Golden Voice" sound to suit your taste.

New "SABRE JET" Tuner! Super-sensitive. Picks up picture signal, shuts out picture "static," and snaps in perfect sound, focus brightness instantly.

Brings the Action Right into the Room ... Closer than Ever Before

Nothing like it, ever before, say amazed TV owners coast to coast! Motorola science of *Optronics* brings new dimension of realism to television . . . a picture so true to life you feel you're right there with the camera.

Built to be dependable, built to be beautiful!

Concentrated Power Chassis with new simplified patented circuits out-performs, out-pictures, out-lasts any TV at any price. Area Selector Switch, a 3-position built-in signal booster, for perfect picture at every distance. Masterpiece cabinets—hand-rubbed, rich-lustre finish. SEE Motorola TV and BE SURE you've seen the finest.

33 distinctive models to choose from. Prices start at \$179.95—slightly higher South and West. Prices include Excise Tax and full year warranty on all parts, tubes and picture tube.

Motorola TV

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

©1952 MOTOROLA, INC.

When you take to the road—
take it easy!



When you Go Pullman, you're in the "driver's seat" right from the start. You travel on schedules timed

to your convenience. You leave from a centrally located railroad station that's easy to get to.



Instead of pounding down busy highways, you stretch out in a big, comfortable Pullman bed. You rest your

head on a soft Pullman pillow. And before you know it, you're in your own special part of dreamland.



You step off your Pullman into a waiting car, arranged for with your local Railroad Ticket Agent. And, though you haven't touched the wheel, you've

already driven a smart bargain. Pullman-safe comfort has brought you, and a private automobile is yours to use while you're there.

Ask the man who sells railroad tickets in your town, about going Pullman and renting a new car of your destination. You'll find rates surprisingly low.

IT'S GOOD BUSINESS TO **GO PULLMAN**
COMFORTABLE, CONVENIENT and SAFE

COPYRIGHT 1933, THE PULLMAN COMPANY

BARRAULT CONTINUED



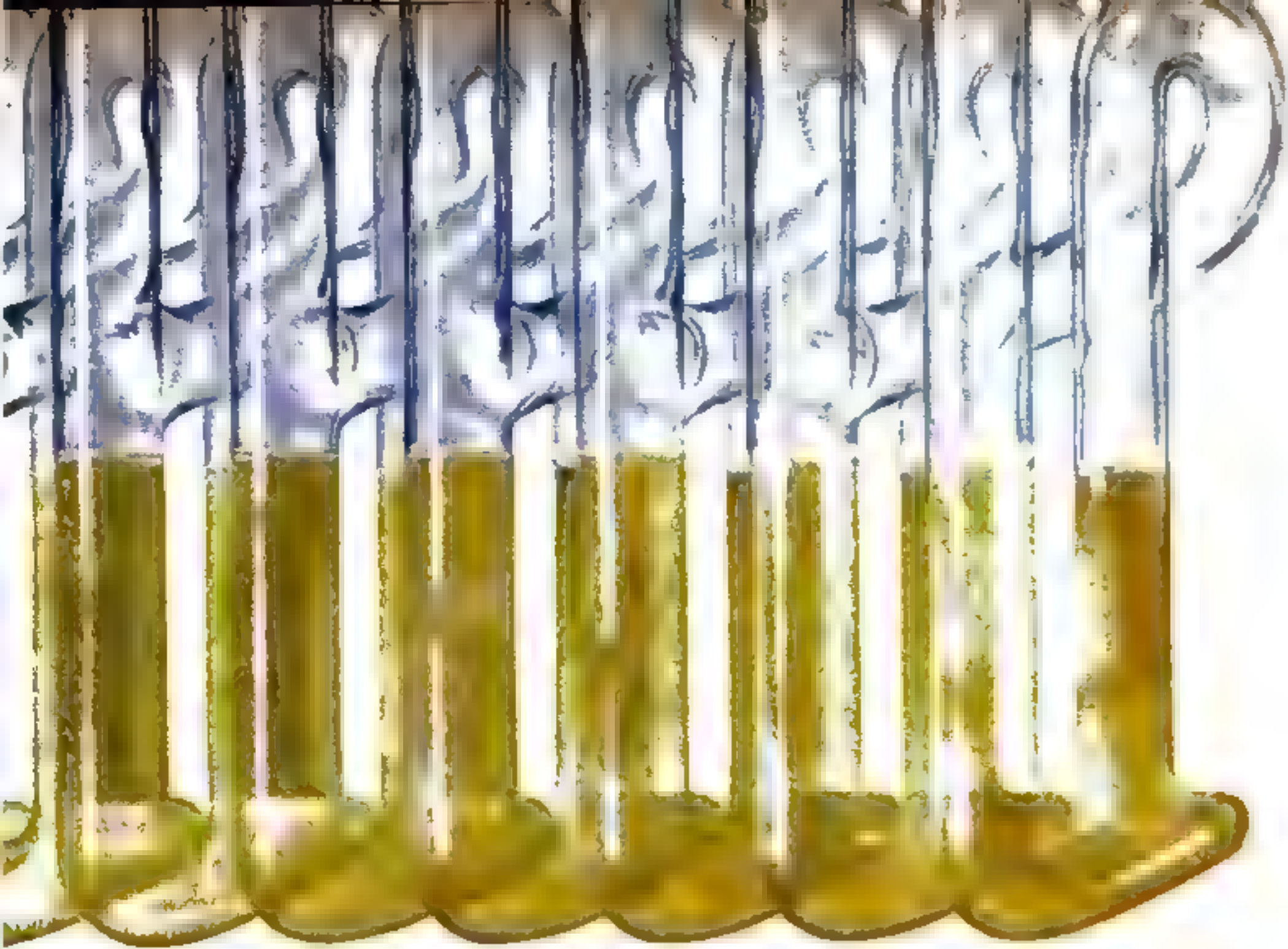
A HAPPY HUSSY

Although Barrault's repertory is studded with classic plays, he has also included a brassy 40-year-old French farce, *Occupe-toi d'Amélie* (*Take Care of Amelia*), which is a combination of pure hokum and urbane comment on social conventions. In this wedding scene, Amelia (Madeleine Renaud), a hussy who masquerades as a society girl, gets herself happily married to one of her wellborn lovers (Jean Desailly).



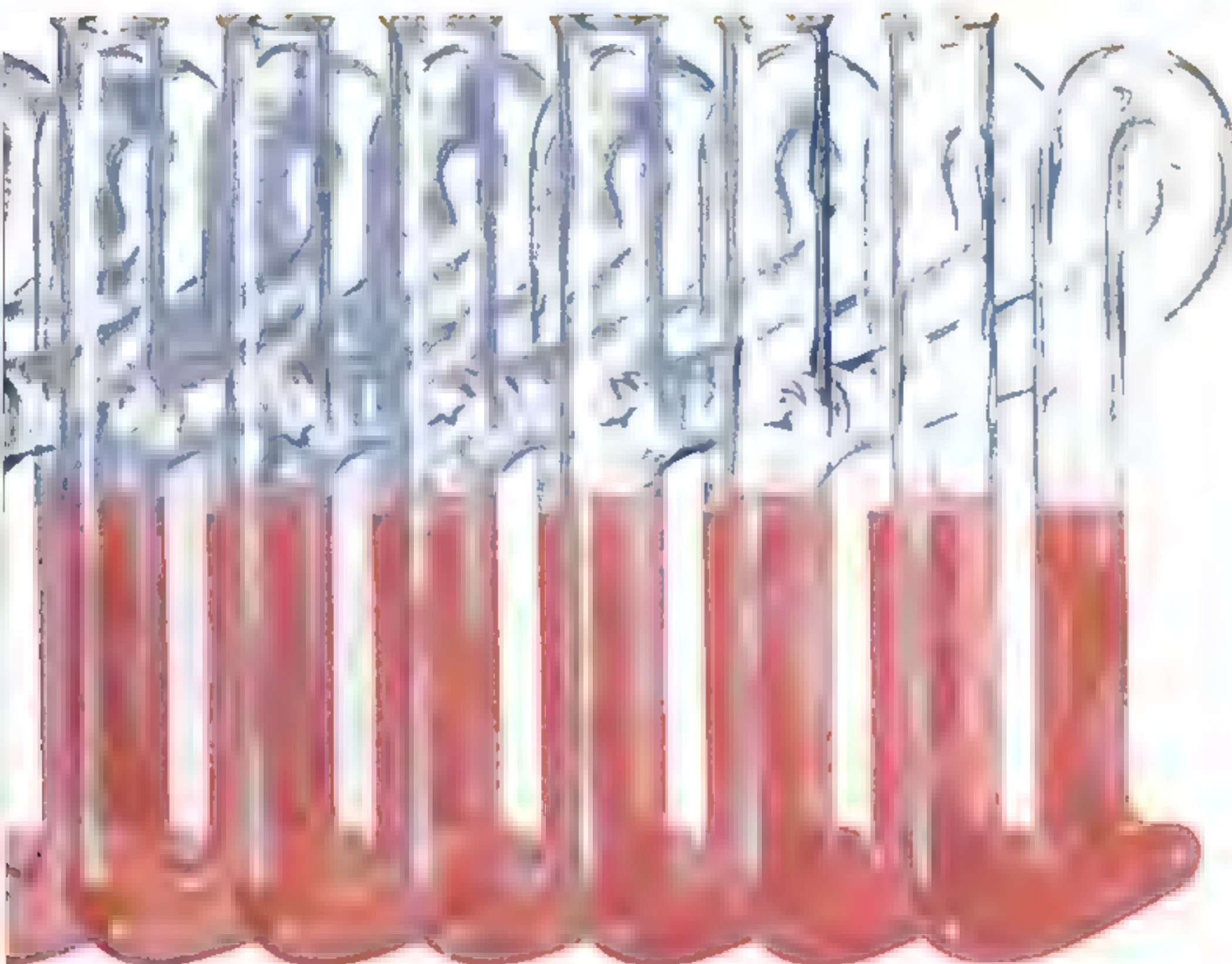
A WOLFISH HAMLET

The most discussed and controversial of all Barrault's current productions is *Hamlet*, which was translated into simple modern French by André Gide. As Hamlet, Barrault gives a dynamic but rather jittery performance. He courts the distraught Ophelia (Simone Valère, above) like a real Danish wolf, delivers such famous soliloquies as *Etre ou ne pas être, telle est la question* in a quiet, almost conversational tone.



Here you see a section of the glass machine used by Lederle researchers. It helps identify unknown chemical substances. A chemist would have to work 200 days to equal the multiple tests it makes in a week end.

The first pinch cost a fortune



This new yellow vitamin called folic acid illustrates how Lederle serves your doctor and you

In your doctor's hands, it builds red blood cells; helps anemia, expectant mothers arrests sprue, a deadly tropical disease, and many other similar anemias.

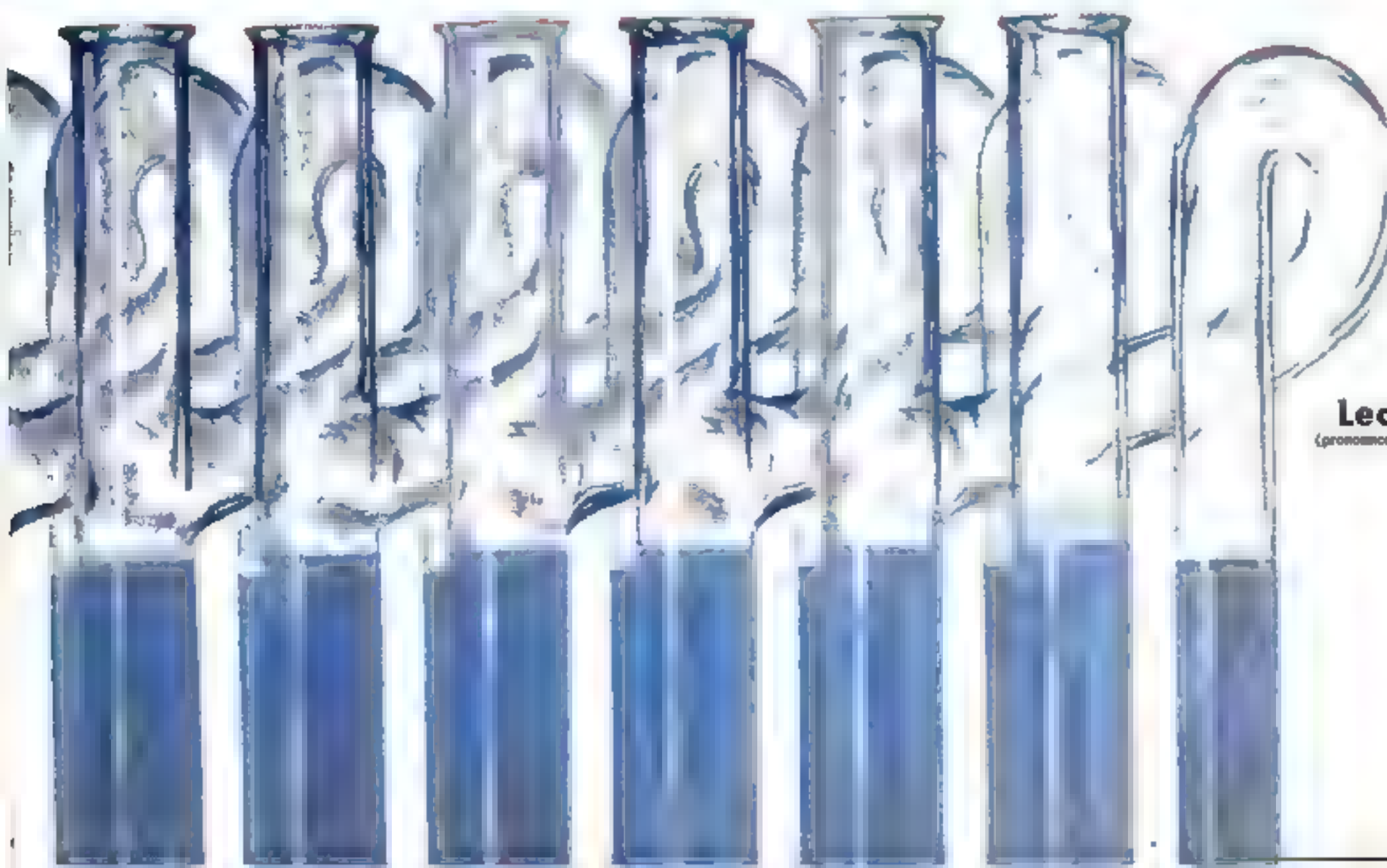
How was it found? Biologists noted that chicks grew anemic on certain diets. Lederle scientists, after months of work with new fermentation sources, produced a few strange yellow crystals. Lederle pharmacologists fed this folic acid to anemic chicks, found they got well.

Then Lederle chemists, in order to make it available in quantity for human needs, searched for a way to reconstruct — or synthesize — folic acid from simple chemical substances. Thousands of experiments later, they had made a few crystals chemically.

But still a year of clinical testing followed — before Lederle was ready to call upon its vast resources for pharmaceutical production. Then, and not until then, was Lederle folic acid (called FOLVITE* Folic Acid) made available on prescription at drug stores throughout the world.

And this is how the vitamin that cost a fortune for the first pinch now comes to you for a few cents a tablet.

*Reg. U. S. Pat. Off.



Lederle — dedicated to helping
(pronounced Led' at Lee) your doctor help you **live**



LEDERLE LABORATORIES DIVISION
AMERICAN CYANAMID COMPANY
30 Rockefeller Plaza, New York 20, N. Y.



GARDEN SUNDAE

LIFE Photographer Ralph Morse looked out his window in New Jersey a couple of weeks ago to see how his marigolds were doing, knowing that they die at first frost. There

was no frost but an early snow—confirming the woolly bear caterpillars' prediction that this would be a severe winter—decorating the flowers like whipped cream on a sundae.

Announcing General Motors Better Highways Awards

*\$194,000 in awards for the most practical solutions
to America's critical highway problem*

Every American is intensely aware of the inadequacy of our roads and streets to meet today's highway transportation needs. Yet too few have given thought to a practical solution.

As a nation we are not building or improving highways as fast as our dependency upon motor transportation is increasing.

The result is a nationwide traffic snarl that costs the public untold millions in lost time and causes needless accidents every day.

It is a difficult problem, because modern highways cost a lot of money. But lack of them is costing even more!

To encourage all Americans to think about this critical situation and come forward with practical solutions, General Motors is instituting the GM Better Highways Awards for the best essays submitted on the following subject:

"How to Plan and Pay for the Safe and Adequate Highways We Need"

A total of 162 State, Regional and National Awards will be given for those entries which are considered best by an independent board of five judges. The following have accepted appointment to the board:

- NED H. DEARBORN**
President, National Safety Council
- THOMAS H. MACDONALD**
Commissioner, Bureau of Public Roads,
U.S. Department of Commerce
- CURTIS W. MCGRAW**
Chairman of the Board, The McGraw-Hill
Publishing Company
- DR. ROBERT G. SPROUL**
President, University of California
- B. D. TALLAMY**
Superintendent, New York State Department of Public Works and President,
American Association of State Highway Officials.

Entries will be judged for originality, sincerity and practical adaptability—not on literary merit.

Contest closes midnight, March 1, 1953. Winners will be publicly announced as soon thereafter as the judging can be completed.

CONTEST RULES

1. WHO MAY COMPETE
Any individual who is a resident of a state of the United States or the District of Columbia may compete for an award, except Contest Judges and the members of their immediate families.

2. WHAT IS TO BE SUBMITTED: Each contest participant shall submit an original essay, with any supporting material or data the participant may desire, on the subject:

"How to Plan and Pay for the Safe and Adequate Highways We Need"

3. HOW, WHEN, AND WHERE ENTRY IS TO BE SUBMITTED: To be eligible for award consideration, each essay must be submitted with an official entry blank which may be secured from any General Motors car or truck dealer or by writing to:

General Motors
Better Highways Awards
General Motors Building
Detroit 2, Michigan

Essays may only be submitted with a completed official entry blank, and must be mailed to the address immediately above.

To be eligible for award consideration, a contest entry must be postmarked not later than midnight, March 1, 1953, and must be received by March 14, 1953.

4. GENERAL REQUIREMENTS AND CONDITIONS CONCERNING ENTRIES: A participant by submitting an essay agrees to be bound by all the rules of the contest. Each essay shall be in English, on one side of the paper only, and preferably typewritten. Illegible essays will be automatically disqualified. While brevity is suggested, no limitation is placed on the length of the essay. Participants should use the number of words they believe necessary. No essays will be returned. Upon submission, each essay and the contents and ideas therein become the property of General Motors Corporation which shall have the exclusive right to make unlimited use, in whole or in part, of the same. A participant represents by submitting an essay that its contents, in whole and in part, are original and participant further represents that such essay has not been submitted, or in any manner disposed of, to other than General Motors Corporation.

5. AWARDS: Contents of essays will be judged for originality, sincerity, and practical adaptability. Awards in the number and amounts listed below will be made as determined by a Board of Judges.

SIX NATIONAL AWARDS
First Award, \$25,000; Second Award, \$10,000; Third Award, \$5,000; Three Honorable Mention Awards, each \$3,000.

NINE REGIONAL AWARDS
For the best essay submitted from each of nine regional sections* of the United States, each \$2,500.

*States included in each region are listed in "The General Motors Better Highways Awards Facts Book"

147 STATE AWARDS
49 First Awards, one for each state and the District of Columbia, each \$1,500.

98 Honorable Mention Awards, two for each state and the District of Columbia, each \$500.

The selection of award winners will be made from all entries as a group. National award winners will be selected first and thereupon automatically eliminated from further award consideration. Regional award winners will be selected next from the remaining entries and will automatically upon selection be eliminated from further award consideration. From the entries remaining after the selection of national and regional award winners, state award winners will be selected. No participant may win more than one award. In the event of ties for a particular award, or in the event that an essay of an employee of General Motors Corporation, or one of its domestic subsidiaries is an award winner, duplicate awards will be made.

6. ANNOUNCEMENT OF AWARDS: The names of all award winners will be announced as soon as possible after the close of the contest.

7. The decisions of the Board of Judges with respect to awards and all other contest matters are final and binding on each participant.

8. The contest and awards made in connection with the contest are subject to all applicable local, state, and federal laws and regulations.

THE GENERAL MOTORS BETTER HIGHWAYS AWARDS

"How to Plan and Pay for the Safe and Adequate Highways We Need"

SIX NATIONAL AWARDS

FIRST AWARD	\$25,000
SECOND AWARD	\$10,000
THIRD AWARD	\$ 5,000
THREE HONORABLE MENTION AWARDS . . each	\$ 3,000

NINE REGIONAL AWARDS

For the best essay submitted from each of nine regional sections* of the United States each	\$ 2,500
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147 STATE AWARDS

49 First Awards, one for every state and District of Columbia . . each	\$ 1,500
98 Honorable Mentions, two for every state and District of Columbia, each	\$ 500

*States included in each region are listed in "The General Motors Better Highways Awards Facts Book"

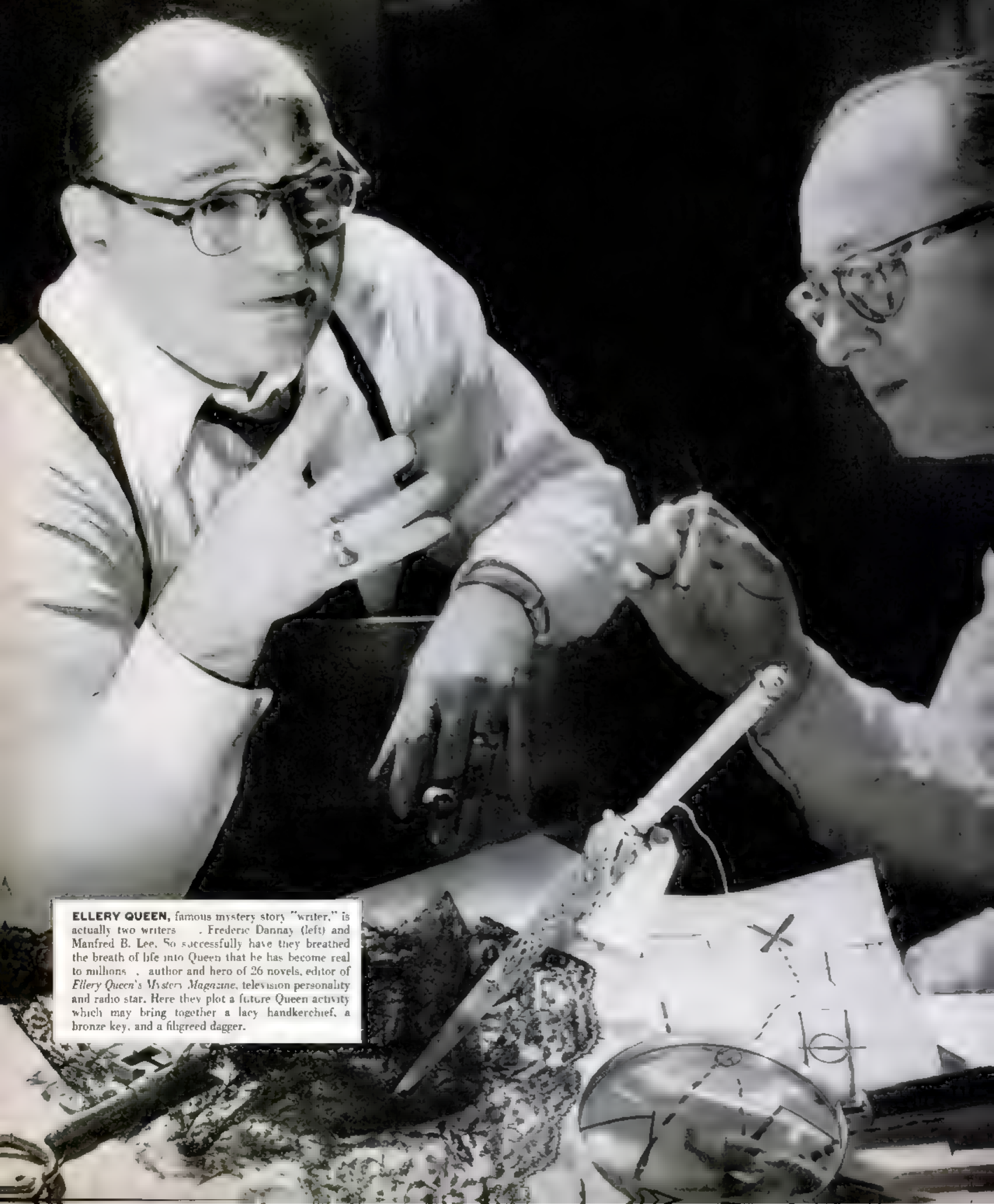
FREE — HIGHWAY FACTS BOOK for your guidance in the contest

Information about the highway crisis that will be helpful in preparing your entry is contained in "The General Motors Better Highways Awards Facts Book"

You can get your copy, containing official contest entry form, from any General Motors Dealer (Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac and GMC Truck), or write to the address shown below.

Address all entries to: General Motors Better Highways Awards, General Motors Bldg., Detroit, Mich.

How would you put a glass of



ELLERY QUEEN, famous mystery story "writer," is actually two writers . . . Frederic Dannay (left) and Manfred B. Lee. So successfully have they breathed the breath of life into Queen that he has become real to millions . . . author and hero of 26 novels, editor of *Ellery Queen's Mystery Magazine*, television personality and radio star. Here they plot a future Queen activity which may bring together a lacy handkerchief, a bronze key, and a filigreed dagger.

Ballantine Ale into words?

Here the creators of Ellery Queen... Frederic Dannay
and Manfred B. Lee... have a try at it—

22

ELLERY QUEEN 1ST DRAFT

never cared for ale particularly," the Englishman said. Ellery Queen smiled.

"I deduce," he said, "that, as a newly arrived visitor to our shores, you've never made the acquaintance of Ballantine Ale."

"Here now," sniffed the Scotland Yard man, "are you implying that an Englishman doesn't know his ales?"

"Perish the thought," said Ellery. "You've plumbed the subject since the days of the Norman conquest — ale, the favorite of feudal lords, and all that. But — not to disparage Britain's best beverage, mind you — Ballantine Ale's an American creation. It's brewed for the American taste."

"By some mysterious New World alchemy, I take it?"

"Nothing mysterious about it," said Ellery kindly. "Peter Ballantine just didn't see why he couldn't produce the wonderful ale flavor that ale lovers always wanted in a light brew that the American people would be sure to like."

"So he brewed a brew of his own, with the very essence of good ale flavor, but a brew as light and dry as fine beer — appetizing but not filling, to coin a phrase. Must have known what he was doing, too. Because nobody's been able to match it in more than a hundred years."

"In that case, I'll join you," said the Scotland Yard man.

"Waiter, bring us two bottles of Ballantine Ale, will you please? Now, suppose we get back to this business of the Cockney Killer —



More people
like it...

More people
buy it...

than any
other ale...

...by Four
to One!

BALLANTINE



Since 1840

ALE

P. Ballantine & Sons, Newark, N.J.



1. DART—nonwilt collar with “regular”-length points, \$3.95, Dale in premium broadcloth, \$5.00.



2. PAR—soft spread collar. Button or French cuffs, \$3.95.



3. DREW—low-sloping, nonwilt collar, medium-length points, \$3.95.



4. ARDEN—short spread, nonwilt collar, \$3.95



5. BI-WAY—comfortable, soft collar, no neckband, 5 styles, \$4.50.



6. RADNOR—soft, rounded-point collar, worn with a collar pin, \$3.95 up.



7. GORDON DOVER—soft Oxford, smart button-down collar, \$4.50.

7 wonderful reasons why Arrow is America's number 1 shirt!

Nowhere can you find a better-fitting, better-looking collar than on an Arrow shirt. It fits around your neck with complete comfort. And no shirtmaker has more *smartness* in his collar styles than the makers of Arrow.

And the rest of the shirt lives up to the collar. Tapered body design (Mitoga®) eliminates

bunching at the waist, makes the shirt fit smoothly around the shoulders and arms. And Arrow shirts are “Sanforized”—labeled, of course—fabric shrinkage not more than 1%. You think we're enthusiastic? You will be, too!

The all-silk foulard tie illustrated, \$2.50. Just one of hundreds of handsome Arrow ties.

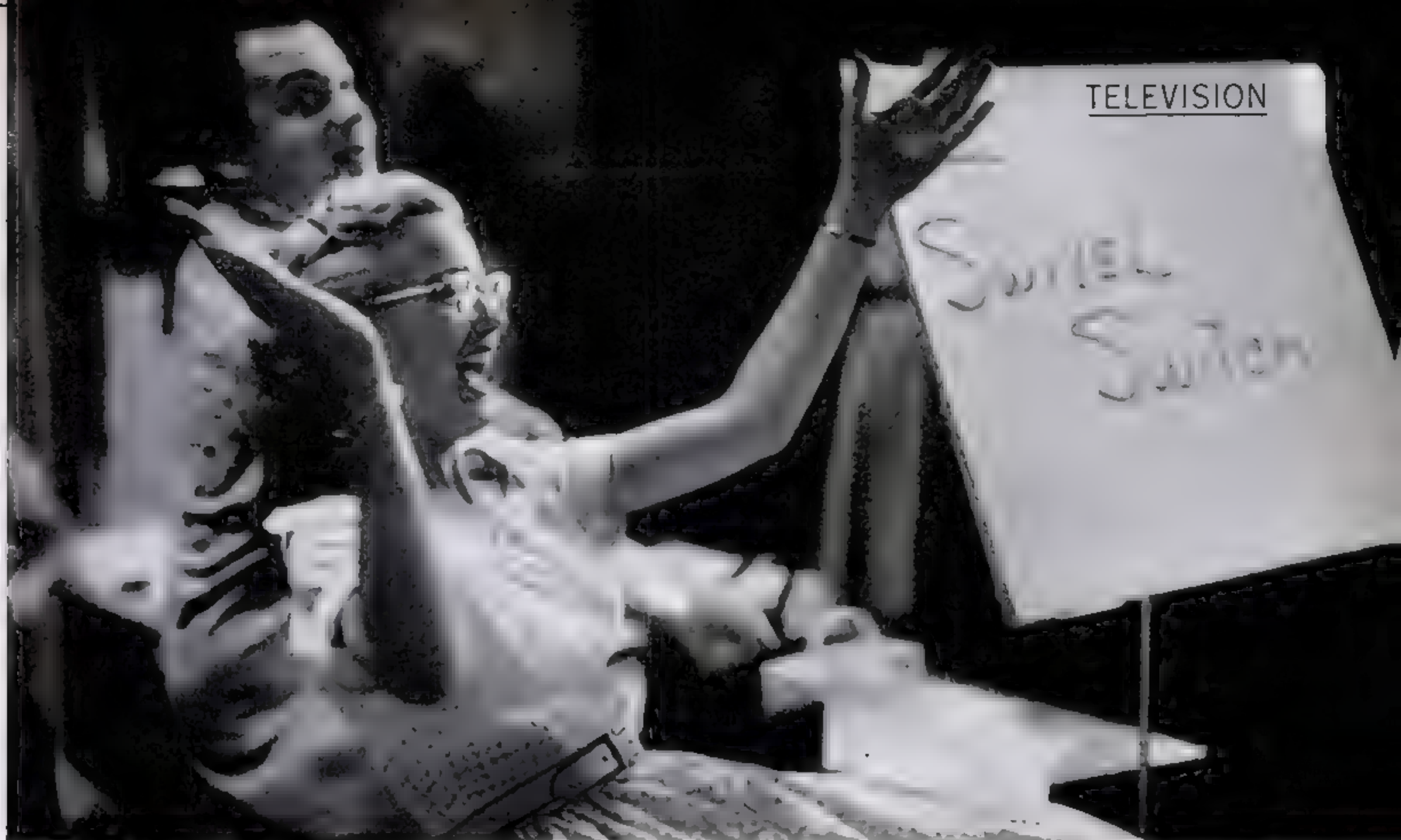
ARROW

TRADE MARK

WHITE SHIRTS

Cluett, Peabody & Co., Inc. • Arrow Shirts • Ties
Sports Shirts • Handkerchiefs • Underwear

All prices subject to change by Government regulation.



NANCY CHEERS AS CONTESTANTS COMPLETE "SWIVEL SWITCH" STUNT: SITTING IN SWIVEL CHAIRS THEY PASS EACH OTHER TELEPHONE HELD IN THEIR FEET

HER YELPS HELP

Giveaway girl spurs contestants

Some of the most excruciating histrionics in TV today are put on by Nancy Sewell who is never seen on a TV screen. Nancy is a "stunt girl" on *Beat the Clock* (CBS-TV, 7:30 E.S.T., Saturdays), whose contestants win prizes by performing balancing feats while being pelted with cream pies and other ingredients of

slapstick torture. Before the show Nancy prepares contestants for the ordeal of their stunts. During the show, out of camera range, she urges them on with screams, cheers, groans. Nancy and her bosses know that no giveaway show can last unless contestants are able to win the things the sponsor wants to give away.

TRYING TO APPLY BODY ENGLISH TO HELP COUPLE BALANCE A STACK OF SHOE BOXES, NANCY (FAR RIGHT) TURNS GLUM AS CONTESTANTS FLUB THEIR STUNT



CONTINUED ON NEXT PAGE



Yelps Help CONTINUED



BOX BALANCER who tries to keep 1 chair b, boom or on flying off while he piles up boxes makes Nancy purse her lips with tension



BEER CAN BALANCER who picks up matches and lights a cigaret while poised on one foot brings Nancy off her high stool with a gasp of anxiety.



The perfect band for your watch is on this page!

IT'S EASY TO FIND WITH THE HADLEY "WHEEL OF FASHION"

Simply take off your watch and place it on the inner circle of the Hadley "Wheel of Fashion." Rotate your watch 'til it lines

up with the Hadley Band that catches your eye. You'll know in seconds exactly which Hadley Band suits your watch best!



Hadley "Creative Styling" and traditional quality combine to produce a band that makes any watch look better. Each Hadley has the custom-made jewelry originality, the exclusive perfection that says "expensive." Each is unconditionally guaranteed for one year. Yet a graceful golden Hadley costs as little as \$5.95.

Pick your band—then see your jeweler! Let him show you how a Hadley is designed to fit any watch. Why not drop in, tomorrow?

All prices include Federal Tax and are subject to change without notice.
DOFR. 1952, ELGIN NATIONAL WATCH COMPANY

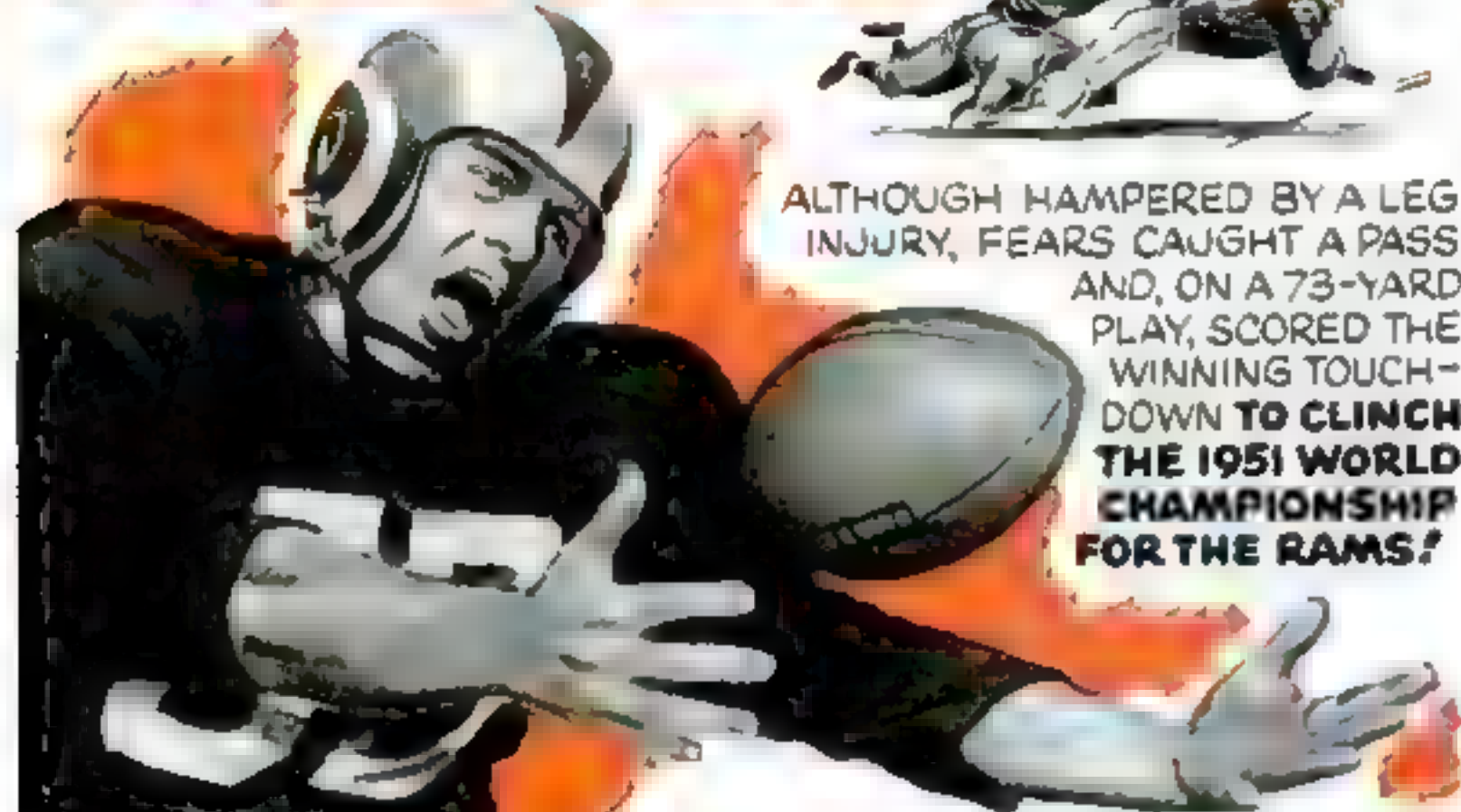
SEE THAT END PIECE? It's a Hadley originated feature that fits any watch. Hadleys come in lengths to fit your wrist—and in widths to suit your taste.



HADLEY

A division of the Elgin National Watch Company • Elgin, Illinois

CAVALCADE OF SPORTS ...Tom Fears



ALTHOUGH HAMPERED BY A LEG INJURY, FEARS CAUGHT A PASS AND, ON A 73-YARD PLAY, SCORED THE WINNING TOUCH-DOWN TO CLINCH THE 1951 WORLD CHAMPIONSHIP FOR THE RAMS!

THREE TIME HOLDER OF THE NATIONAL FOOTBALL LEAGUE'S PASS RECEIVING RECORD, BIG TOM FEARS OF THE LOS ANGELES RAMS IS RATED ONE OF THE GREATEST ENDS IN PROFESSIONAL FOOTBALL!

A SHAVE WITH MY GILLETTE SUPER-SPEED RAZOR GIVES ME A REAL LIFT. IT'S THE EAS EST SHAVING RAZOR... AND THE HANDIEST... OF THEM ALL

Tom Fears

IN ATTRACTIVE STYLISH CASE THAT SPRINGS OPEN AT A TOUCH!

TODAY'S GREATEST SHAVING VALUE!

\$100 Gillette
AND BLUE BLADE DISPENSER WITH SAFETY COMPARTMENT FOR USED BLADES

FOR THE FASTEST AND BEST-LOOKING SHAVES OF YOUR LIFE, GET A GILLETTE SUPER-SPEED RAZOR. ENJOY INSTANT BLADE CHANGING, REAL SHAVING COMFORT AND DOUBLE-EDGE ECONOMY... IMPORTANT ADVANTAGES THAT ONLY GILLETTE COMBINES!

Make Fast Work Of Tough Beard-Use Gillette Blue Blades

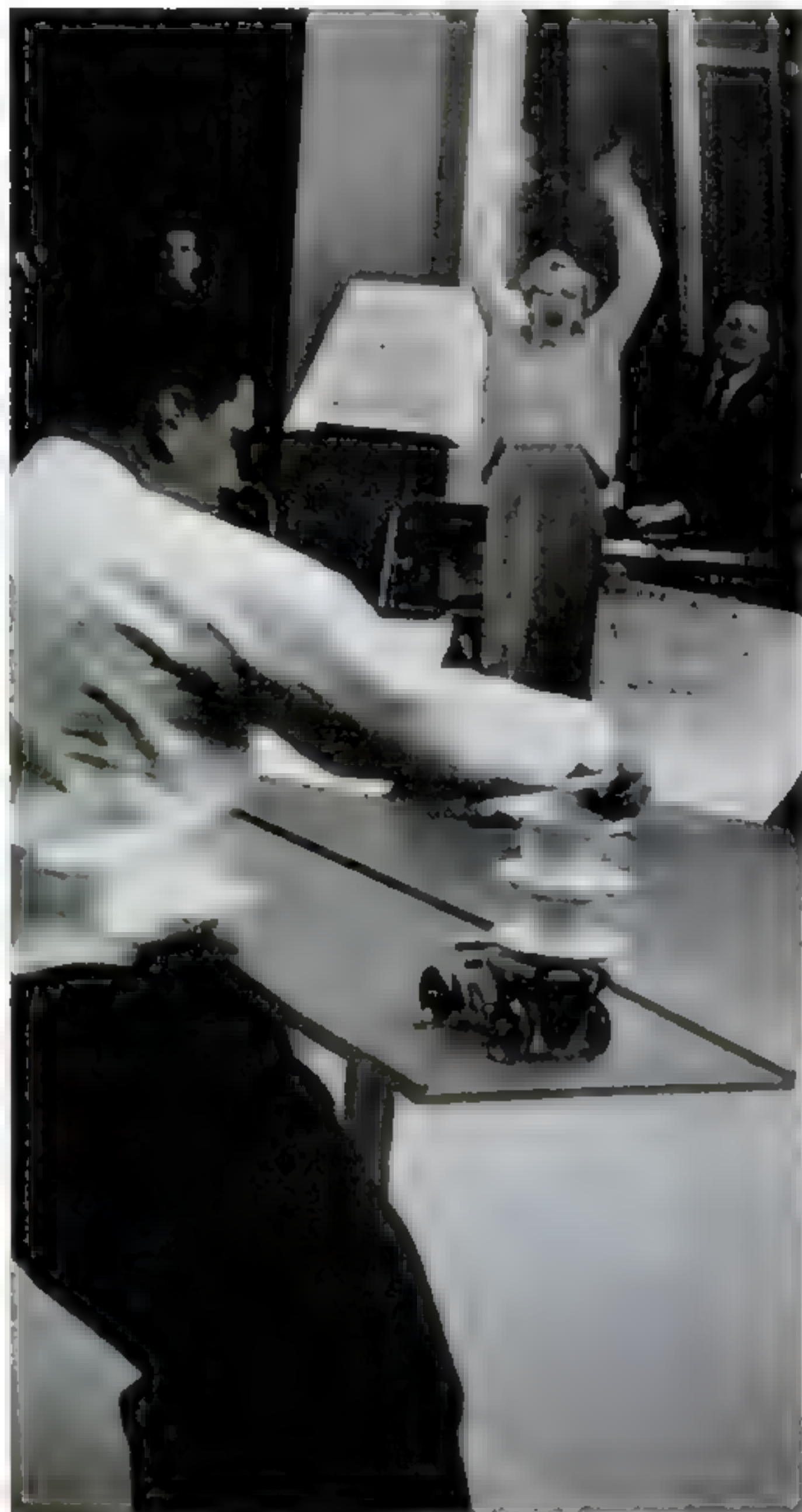
● Today's super-keen Gillette Blue Blades whisk off wiry stubble in jigits—leave your face looking and feeling its best. For extra convenience, buy these longer-lasting blades in the Gillette Dispenser with used-blade compartment.

look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades WITH THE SHARPEST EDGES EVER HONED

Copyright 1951 by Gillette Safety Razor Co. Boston 6, Mass.



Yelps Help CONTINUED

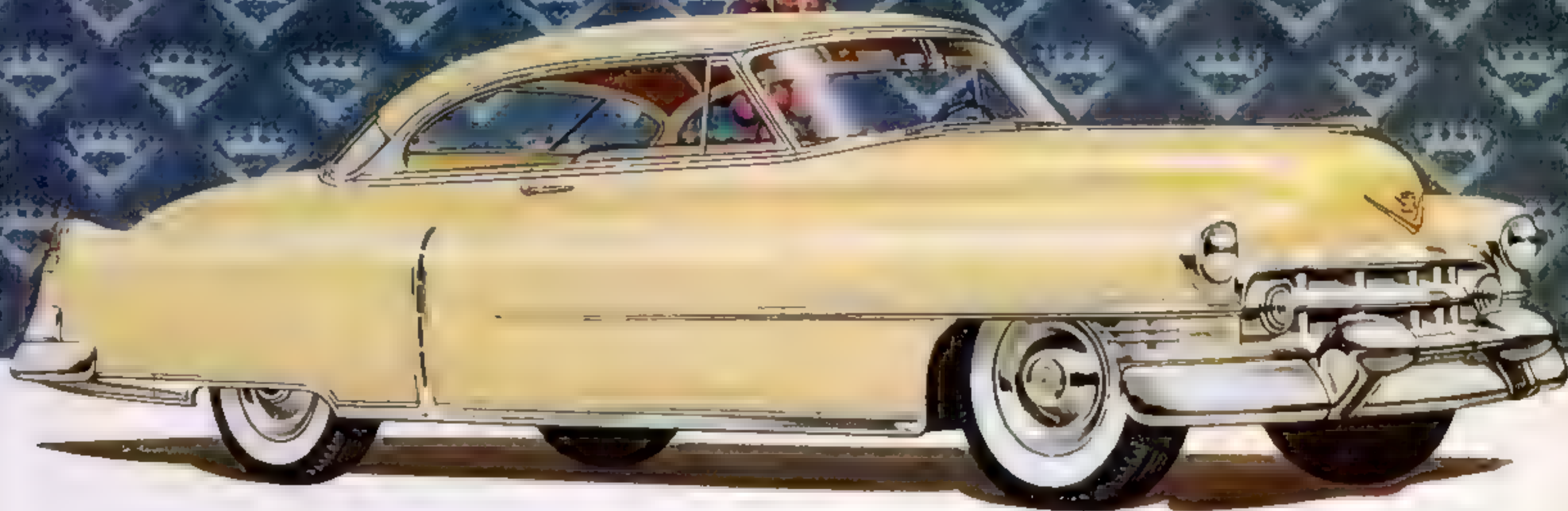


SCREECHING as contestant manages to balance coffee cups on moving toy tractor, Nancy gives vent to her joy.



DUCKING as a wife sprays cream on husband, Nancy turns head away, unwilling to see the mess that results.

Cadillac



Jewels by Harry Winston

A Great Experience Awaits You!

We sometimes think that a motorist never *fully* appreciates his Cadillac until he has owned and driven it for a goodly time. To be sure, his very first ride introduces him to comfort, performance and pride of ownership that he has never experienced before. But there are *many* wonderful things about a Cadillac which only

the years and the miles can reveal. There is, for instance, the car's extraordinary dependability. There is its astonishing economy—so marvelous that a full day's journey can usually be made on a single tankful of gasoline. And there is its all but unbelievable endurance—so great that there is no practical limit to the car's life and utility.

We thought you'd appreciate knowing, as you look forward to your first Cadillac, that these wonderful things are true. For it means there is a *great experience* ahead for you—when you make the move to the Car of Cars. If you feel that it's time for you to *make* that move, come on in today. We'd be delighted to see you at any time.

YOUR CADILLAC DEALER

Chowder

TRY TWO CLAM RECIPES

New England puts milk in its clam chowder. New York uses water and tomatoes. New England says it is the birthplace of clam chowder. So does New York. New Englanders say New York's Manhattan chowder is "vegetable soup with a clam drawn through it." New Yorkers say New England chowder is just plain clam stew and fit only for infants or invalids. There is controversy even about the clams that should be used. Manhattan



MANHATTAN CLAM CHOWDER

2 doz. hard shell clams
1 2 inch cube salt pork
1 clove minced garlic
½ cup finely chopped onion
½ cup thinly sliced leeks
½ cup chopped green pepper
½ cup diced carrots

¼ cup chopped celery
3 cups diced potatoes
2 teaspoons salt
6 cups boiling water
1 cup drained canned tomatoes, broken up
1½ teaspoons thyme

¼ teaspoon pepper
½ cup chopped parsley
1 bay leaf, 4 cloves
¼ cup tomato catsup
3 cups clam liquor
1 tablespoon butter
1 tablespoon flour

Saute the garlic, onions and leeks in salt pork until they are tender. Add the green pepper, carrots, celery, potatoes, salt and boiling water. Cover and bring to a boil. Reduce heat and cook gently for 10 minutes. Add the hard part of the clams, chopped fine. Continue cooking until potatoes are nearly tender (about 10 minutes). Add tomatoes, thyme, pepper, parsley, bay leaf, cloves, catsup, the soft part of clams, clam liquor and the clam liquor. Blend the butter with the flour and add to mixture. Simmer 15 to 20 minutes. Serves 8.

Battle

BEFORE JOINING FIGHT

chowder is made of hard-shell clams, New England chowder of soft-shell clams

This battle over clam chowder has been going on now for two or three centuries. On these pages LIFE presents an authentic recipe for each of the warring chowders. The owner of an unprejudiced palate might like to sample both before joining the battle. If by chance he likes them equally well, both camps will drum him out of culinary society.



NEW ENGLAND CLAM CHOWDER

3 doz. soft-shell clams
½ lb. salt pork
1½ cups sliced onion
6 cups cubed potatoes
4½ teaspoons salt
½ teaspoon pepper

2 small bay leaves
3 cups boiling water
4 cups scalded milk
2 cups light cream
3 cups clam liquor
3 tablespoons butter
2 tablespoons flour

Pick over clams, removing any bits of shell. Drain and strain liquor. Dice salt pork and cook in saucepan until golden brown. Add onions, potatoes, salt, pepper, bay leaves (some New England chefs say no seasoning should be used), the hard part of the clam chopped fine and water. Bring to a boil, reduce heat, cover and cook gently until potatoes are tender (15 to 20 minutes). Add scalded milk, cream, the soft part of the clams coarsely chopped and clam liquor. Blend the butter with the flour, add to mixture. Simmer 15 to 20 minutes. Serves 8.

M-G-M STARS MARGE AND GOWER CHAMPION, say...

It's the "Champion" Family Christmas Gift!

GOWER and MARGE CHAMPION
co-starring in M-G-M's
"EVERYTHING I HAVE IS YOURS"
(color by Technicolor)

this
luxuriously
comfortable
chair
only \$79⁵⁰

Chair and Ottoman, only
\$99⁵⁰

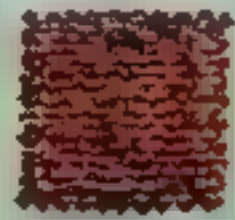
As shown in Mohair Bouclé
or other featured fabrics
in your choice of colors.



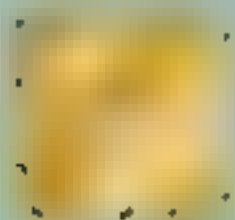
Mohair Bouclé



Multi-colored
Tapestry



Textured
Metallic Tweed



Supported
Plastic



Sculptured
Molelisse

NEW LOW, EASY TERMS!

Big, roomy, easy-chair comfort. Soft,
attached pillow back. Deep seat, spring-filled
seat cushion. L-shaped and reversible for
long wear, easy cleaning. Fine hardwood frame.



Rocker & Ottoman



All-Purpose TV Chair



Modern Club



St. Francis Chair



Hostess Chair



Modern Rocker



Lounge Chair with Airfoam

Wide assortment of
New Kroehler Chairs
from \$29.50 up

See Them at Your Authorized Kroehler Dealer

add new life to your home life
with these wonderful chair values!

What a Gift! See these smart, new Kroehler Chairs now! One look tells you they're matchless in home-flattering beauty! One sitting convinces you that no comfort could be more inviting!

And what values at these special Holiday prices! Every chair is Cushionized® to give you the extra value of famous Kroehler craftsmanship... quality unlimited! So give the gift that you yourself, would love to get! Select it soon at your Authorized Kroehler Dealer!
® Reg. U. S. Pat. Off.

WORLD'S LARGEST FURNITURE MANUFACTURER

KROEHLER

(Say KRAY-LEH)

General Offices: Chicago 11, Illinois • In Canada: Stratford, Ontario



First It Said 'Mary'

THE PHONOGRAPH IS CELEBRATING ITS 75TH YEAR

By ROBERT WALLACE

AT this season of the year in 1877 a group of inventors and mechanics in a laboratory in New Jersey were in the midst of one of the most astonishing experiences in the history of man. They had before them a little machine, handmade for something less than \$18, that could talk. It did not say much, its first word having been, as the world knows, "Mary," followed by "had a little lamb." Moreover it could do little else but talk, which makes it by modern standards a poor thing. But at that time and to those men, who had been listening to the machine since August and in November were

still overwhelmed with awe, it was something in which the hand of God was clearly discernible. Thomas Edison, who had thought of it, called it a speaking phonograph. Just now his invention is old enough to have a diamond anniversary.

Unlike almost all other great inventions, the phonograph had no antecedents. The idea simply evolved from scratch in Edison's great brain over a period of time. When Edison's thinking about his idea crystallized, he made a pen-and-ink sketch of it, scribbled "make this" in the corner and handed it to an assistant named John Kreusi, a skilled

toolmaker who turned out the first models of many of his inventions. Kreusi dutifully made the thing, having only a dim idea of what it was intended to do and no confidence that it would do it. He finished his model on Aug. 15 and brought it to Edison in a spirit of great doubt, which did not diminish when that great man, who lacked the gift of phrase of Telegraph-Inventor Samuel F. B. ("What hath God wrought?") Morse, began to bellow nursery rhymes into the recorder. But in a moment, when the machine had been reset and Edison began slowly and nervously to turn the crank, all Kreusi's doubt came to an



No Other Whiskey... **ONLY**
FLEISCHMANN'S
GIVES YOU THE

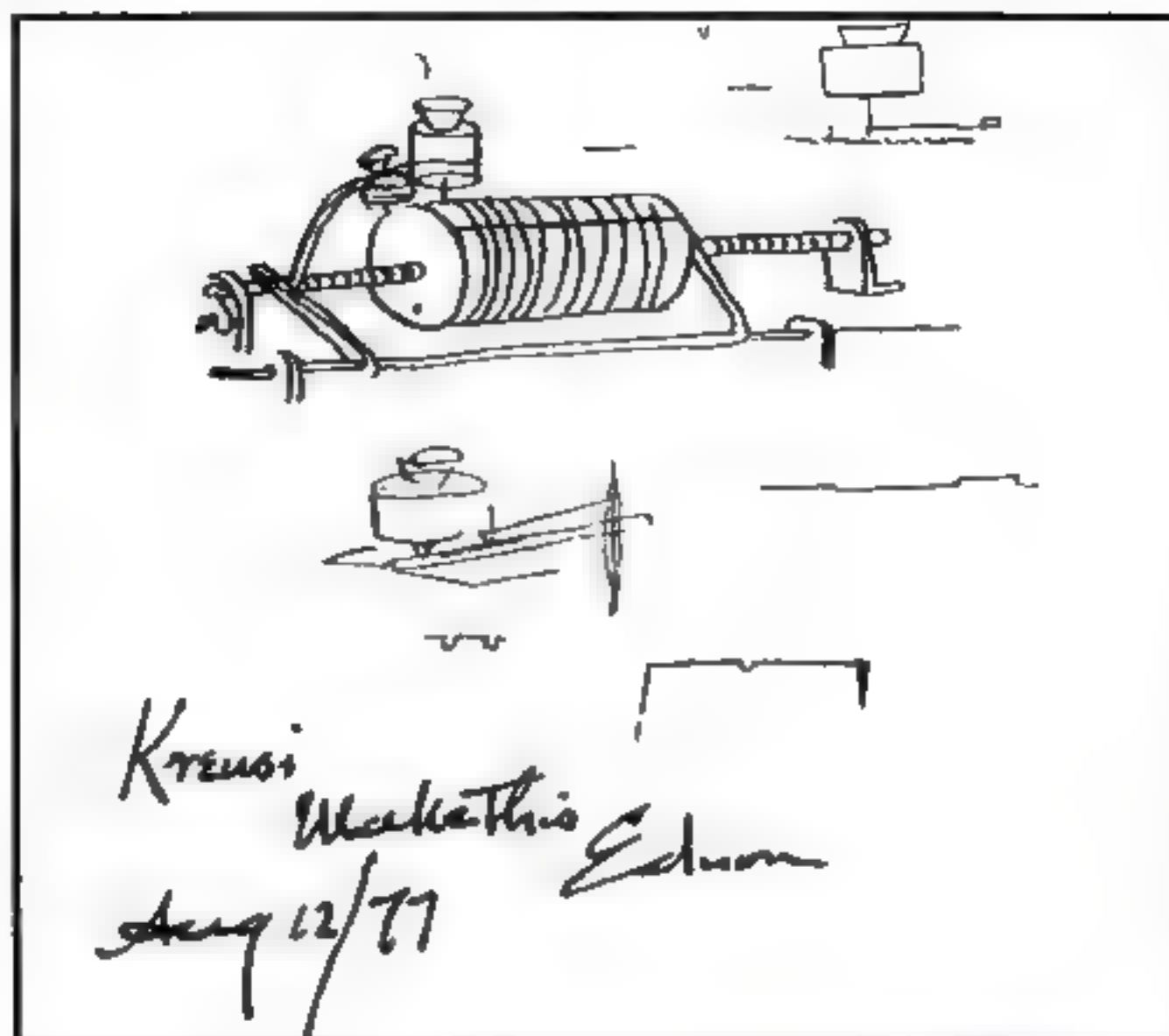
BIG BIG 3

1. CHOICE QUALITY
 Fleischmann's Superb
 Straight Whiskies
 Blended With Fine
 Grain Neutral Spirits

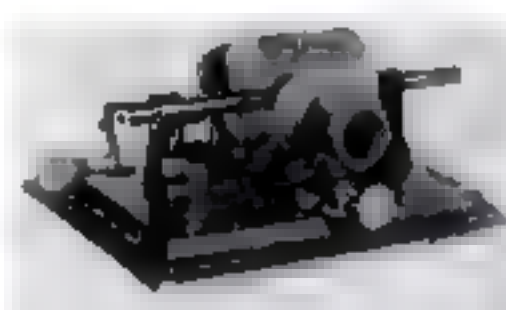
2. Every drop
90 PROOF
 rich, robust, delicious!

3. WINNING PRICE
 America's Greatest Whiskey
 Value!

BLENDING WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.



FIRST PHONOGRAPH (right) was made from sketch above, carrying Edison's note to assistant. Machine was like a lathe. To record on its tinfoil-coated cylinder, Edison turned a crank, making needle mounted in diaphragm travel along threaded shaft. Sound made the needle vibrate, vibrations were transmitted to groove on revolving cylinder. To play, process was repeated with a "reproducing needle."



PHONOGRAPH CONTINUED

end. First came the thin and tinny voice from the diaphragm saying "Mary . . ." and then from Kreusi a startling but exceedingly appropriate shout, "My God in Heaven!" No one recalls what Edison said at the time, although years later he remarked, "I was never so taken aback in my life. I was always afraid of things that worked the first time."

The news struck the nation with tremendous force, far surpassing the effect of any previous scientific innovation, and it was to be 67 years and the atomic bomb before a similar uproar would be created. Thousands of gawpers were brought in special trains from New York to the laboratory in Menlo Park. Sober newspapers soberly predicted that the phonograph would change the whole world's way of life. The president of the U.S. himself, Rutherford Hayes, called Edison to the White House in a fever of excitement, admitted him at 11 o'clock at night and sat up starry-eyed playing with the phonograph until 3:30 in the morning.

But as soon as the world, like Hayes, had satisfied its initial curiosity, interest in the phonograph faded. No matter how great its promise, the fact was that the little machine was then only a toy. Because its cylinder was hand-turned, it did not revolve at a constant speed and the sound screeched and woofed. The grooves in the tinfoil (which was the "record") would not remain sharp and

CONTINUED ON PAGE 11



INVENTOR AND BRAIN CHILD were photographed by Mathew Brady the year after the first machine was built.

The background of the poster is a detailed illustration of a pirate ship's deck. In the center, a large, bearded pirate (Robert Newton) in a yellow shirt holds a woman (Linda Darnell) in a red dress. To the left, a young man (William Bendix) is shown from the chest up, holding a sword. The scene is filled with other crew members and the ship's rigging.

They took what they wanted...
and they wanted the world!

*Swashbuckling
Sons of Satan!*

The thunder of
their plundering
shook the earth,
the seas, the sky!

BLACKBEARD THE PIRATE

color by *TECHNICOLOR*

starring

ROBERT NEWTON

LINDA DARNELL · WILLIAM BENDIX

with **KEITH ANDES · ALAN MOWBRAY**

AN **EDMUND GRAINGER** PRODUCTION

Directed by **RAOUL WALSH** · Screenplay by **ALAN Le MAY** · Produced by **EDMUND GRAINGER**





Drink this much Florida Orange Juice every day

**for the Vitamin "C" you need ...
one vitamin your body can't store up**

Those delicious Florida Oranges are at your grocer's again. Here's the granddaddy of all the juice oranges! Cut them in two and watch the juice run off your knife-blade. A full big glass of Florida orange juice gives you the precious Vitamin C you need *every day*. "C" is the vitamin that helps you build resistance to winter ills and weariness. So drink a full big glass of Florida orange juice every day. You'll smack your lips and say: "That's the way to get Vitamin C!"

Florida Oranges

Florida Citrus Commission, Lakeland, Florida

*"comes
3 ways"*



Florida Canned

Ready to serve at a moment's notice. Natural full-strength with vitamin and nutritional values. You'll enjoy blended Florida Orange-Grapefruit juice in cans, too.

Florida Fresh-Frozen Concentrate

Tree-fresh flavor with vitamin and nutritional values—in new handy form. Pure juice. *No sugar added*. Keep in freezing compartment. To serve, add three parts water, shake or stir, pour full big glass.

Florida Fresh

Another sweetheart of a crop this year! Thin-skinned, plump with sweet juice, and rich in Vitamin C. More juice means Floridas go farther, too.





GREATEST CATCH of Victor Co. was Caruso, shown at firm's Camden, N.J. office. Until he signed up, musicians felt recording was not respectable.

PHONOGRAPH CONTINUED

the foil itself tore. Volume and fidelity could not be controlled and at best were very low.

Edison continued to experiment with the phonograph for a few months after he received his first patent, then put it aside for several years, although it remained, to the end of his long life, his favorite invention. During the last of the '70s and early '80s, when he was perfecting the electric light, he rarely touched the phonographs that lay among the batteries, bottles and wires in his laboratory. Sometimes he made comic records to amuse himself and his friends, but that was the extent of his interest. He was fond of reciting, in a gloomy bass voice, such things as "A soldier of the Legion lay dying in Algiers, / There was lack of woman's nursing. There was dearth of woman's tears. . . ." In the midst of these lines he would interject, in a sneering falsetto, remarks like "Throw the bum out!" None of these tinfoil records survive, although Edison's voice can be heard on other and more dignified records he made years later.

However, even though Edison's and the public's interest dwindled, that of other professionals did not. Alexander Graham Bell, inventor of the telephone, began to spend time and money to improve the phonograph, helped by his cousin Chichester and a third inventor named C. S. Tainter. In the mid-'80s they made a fundamental change, substituting a wax cylinder for Edison's clumsy brass and tinfoil arrangement. This vastly improved the quality of the sound reproduced but volume was still so low that listeners had to use rubber hearing tubes.

In 1887-88 yet another inventor, Emile Berliner of Washington, D.C., entered the field with one of those enormously simple and sound ideas that sometimes elude the players and occur to the kibitzers. While everyone else worried about how to improve the cylinders, how to make houseroom for them and above all how to make duplicates of them, Berliner quietly made a disk record, much like those in use today. Another great basic change was in the way he cut the grooves in the wax. Edison and the Bells used a method in which sound was recorded up and down with relation to the surface of the record (the "hill and dale" cut). Berliner's grooves, like those on almost all records made now, were of uniform depth and had smooth bottoms but irregular walls. In this method, called the "lateral cut," the sound is produced as the needle vibrates from side to side, instead of up and down, and nothing is needed to guide the needle along its path.

All of this tinkering on the part of the Bells, Tainter, Berliner and Edison himself resulted in considerable improvement and

CONTINUED ON NEXT PAGE

Lucille Ball and Desi Arnaz present the fabulous "I LOVE LUCY BABY" DOLL



You will see Lucy and Desi play Poppy and Mommy with this wonderfully lifelike doll on the "I Love Lucy" T. V. Show. . . You will see Lucy feed it, diaper it, watch it cry real tears, pacify it. . . YOUR little girl too can do all these things with "I Love Lucy Baby"

she
cries
real
tears

"I Love Lucy Baby"

She drinks, wets, blows bubbles, can be bathed, CRIES with a lusty voice and real tears. 16" tall, moulded rubber with plastic head, beautifully dressed, complete in gift box with a drawerful of baby necessities. **\$9.98**



She blows bubbles from her little bubble pipe



She bathes like a real infant



Beautifully dressed with a drawerful of accessories

ORDER BY MAIL FROM THE STORE NEAREST YOU—SEE LISTING

New York City.....R. H. Macy & Co.	Bayton, Ohio.....Elder & Johnston Co.	Newark, N. J.....L. Hamberger & Co.
New York City.....McCreary's	Ben Moten, Ind.....Youker Bros.	New Orleans, La.....D. M. Holmes Co., Ltd.
New York City.....John Wanamaker	Detroit, Mich.....J. L. Hudson Co.	Oakland, Calif.....H. C. Capwell
Omaha, N. Y.....H. G. Galt	Fair, Mich.....Smith-Bridgman Co.	Oklahoma City, Okla.....John A. Brown Co.
Albany, Ohio.....M. O'Neil Co.	Fort Worth, Texas.....Leonard's	Philadelphia, Pa.....Strawbridge & Clothier
Allentown, Pa.....Nest Brothers	Grand Rapids, Mich.....The Warrburg Co.	Philadelphia, Pa.....John Wanamaker
Atlanta, Ga.....Davison-Paton Co.	Hartford, Conn.....G. Fox & Co.	Pittsburgh, Pa.....Kaufmann's
Atlanta, Ga.....Rich's	Houston, Texas.....Foley's	Providence, R. I.....The Outlet Co.
Baltimore, Md.....Hochschild Kohn Co.	Indianapolis, Ind.....L. S. Ayres	Richmond, Va.....Thalmer's
Birmingham, Ala.....Loverman's	Indianapolis, Ind.....Wm. H. Bloch	Rochester, N. Y.....Sibley, Lindsay & Curr
Birmingham, Ala.....Pizitz	Jacksonville, Fla.....Cohen Bros.	Sacramento, Calif.....Wainstock-Lubin Co.
Boston, Mass.....Filene's	Kansas City, Mo.....Macy's	San Antonio, Texas.....Joske's of Texas
Bridgeport, Conn.....Howland Dry Goods Co.	Knoxville, Tenn.....Miller's	San Francisco, Cal.....The Emporium
Buffalo, N. Y.....Adam, Melorum & Anderson	Lancaster, Pa.....Farmers Supply Co.	San Francisco, Cal.....The White House
Charleston, W. Va.....Coyle & Richardson	Lansing, Mich.....J. W. Knapp Co.	Scranton, Pa.....Scranton Dry Goods
Charlotte, N. C.....Berk Bros. Co.	Long Beach, Cal.....Burton's	South Bend, Ind.....Robertson's
Chattanooga, Tenn.....Miller Bros. Co.	Los Angeles, Cal.....Broadway Dept. St.	St. Louis, Mo.....Famous-Barr Co.
Chicago, Ill.....Carson, Pirie Scott & Co.	Los Angeles, Cal.....The May Co.	St. Paul, Minn.....Schuneman's, Inc.
Chicago, Ill.....Goldblatt's	Louisville, Ky.....The Sutcliffe Co.	Syracuse, N. Y.....Day Bros.
Cincinnati, Ohio.....John Shillito Co.	Memphis, Tenn.....Goldsmith's	Tampa, Fla.....The Lion Store
Cleveland, Ohio.....Halle Bros. Co.	Memphis, Tenn.....G. Lowenstein & Bros.	Tampa, Fla.....Brown, Dunkin Co.
Cleveland, Ohio.....The Higbee Co.	Miami, Fla.....Burdines	Washington, D. C.....S. Kana Sore Co.
Cleveland, Ohio.....The May Co.	Milwaukee, Wisc.....The Boston Store	Washington, D. C.....Lansburgh & Bro.
Columbus, Ohio.....F. & R. Lazarus Co.	Minneapolis, Minn.....L. S. Donaldson Co.	Waterbury, Conn.....Howard Hughes
Dallas, Texas.....A. Harris & Co.	Nashville, Tenn.....L. Harway's	Youngstown, Ohio.....G. M. McKelvey Co.

A PRIZED POSSESSION—AMERICAN CHARACTER DOLLS, 200 FIFTH AVENUE, NEW YORK 10, N. Y.

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America's Best Toaster Buy!

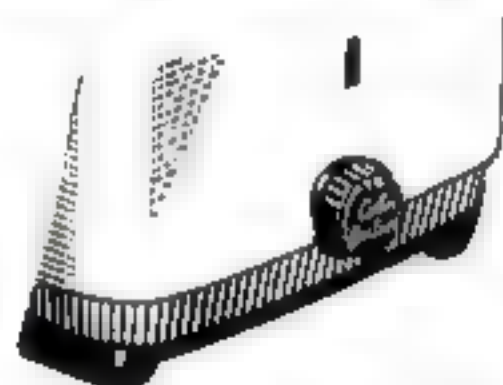
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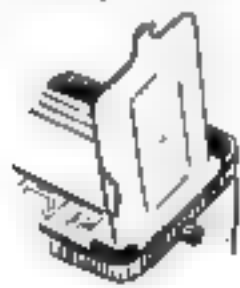


PROCTOR
DELUXE TOASTER

Guaranteed to Outperform Toasters Costing 1/2 More



SET IT and FORGET IT for the right color toast every time.

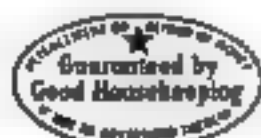


SNAP-OUT CRUMB TRAY.

SILENT POP-UP.

MONEY BACK GUARANTEE

If within 10 days from date of purchase you are not fully satisfied with your Proctor Toaster return it for full refund. No questions asked.



Windsor models available at slightly higher prices.

Here it is . . . the toaster that gives you most for your money and toast that always suits your taste. And no wonder, for you helped design it. You told us you wanted complete dependability, so we used the famous, reliable Proctor mechanism. Then, to meet your personal taste in toast, we built the exclusive Proctor Colorminder. It makes sure you get the color toast you like, regardless of the kind of bread you use . . . even reheats cold toast without changing its color. Silent automatic pop-up, plus snap-out crumb tray complete the toaster you designed. See this shining beauty today . . . and save important dollars with its thrifty price.

GIFT FOR YOU! Call Western Union, ask Operator 25 for the name of your nearest Proctor dealer. Go in, see the Proctor Toaster, and receive without charge, the famous Mary Proctor Ironing Book, "101 Helpful Hints On Easy Ironing."

"PROCTOR" AND "COLORMINDER" REG. U.S. PAT. OFF.

PROCTOR

THE APPLIANCE NAME YOU CAN TRUST

PROCTOR ELECTRIC COMPANY, 3rd St. and Hunting Park Ave., Philadelphia 40, Pa.



"HIS MASTER'S VOICE," painted in the '90s by English Artist Francis Barraud, was not commissioned by Victor but was bought as its trademark.

PHONOGRAPH CONTINUED

renewed interest in the phonograph, but the interest took a direction at that time that disappointed Edison. He had hoped that it would be widely used in stenographic work, and plaintively said, "I don't want the phonograph sold for amusement purposes. It is not a toy. I want it sold for business purposes only." To his chagrin, the business establishments that got the most, or at least the most spectacular, use out of his invention were saloons, where the clients exhibited great fondness for cultural uplift. (Religious music was a big seller.) Jukeboxes, which many people suppose were invented by a later and more decayed generation, appeared in public places as early as 1889. One such, installed in New York's Palais Royal in November of that year, was played 20,705 times in less than six months. It resembled a mechanized octopus with many pairs of tentacle-like tubes and simultaneously accommodated a number of people, each of whom had to put in his own nickel.

Some phonographs were sold for home use, and thousands did find their way into legitimate business offices as Edison intended, although with gloomy results. The phonographs—they were still so called, although they were actually dictating machines—were designed to be driven in three ways, by foot treadles, battery-operated motors and water power drawn from faucets. None of these methods was much good. Some cities promptly restricted the use of faucet power for phonographs, and there were angry complaints from treadle-pumping secretaries who found themselves developing muscles like Sandow. The storage batteries were bulky, weighed about 50 pounds apiece, and were constantly leaking acid and exploding, sending many bosses back to the flesh-and-blood type of secretary, who might make mistakes now and then, but at least would not blow up and burn off their eyebrows.

While the phonograph languished in this deplorable condition, there came along a remarkable man named Eldridge Johnson, part inventor and part business genius, who deserves to be far better known than he is now. In the '90s Johnson ran a small machine shop in Camden, N.J. and improved his income by making models for inventors. One day and by chance, someone wandered into Johnson's shop carrying a Berliner phonograph, modern in that it played lateral-cut disk records but otherwise crude and terrible to hear. "It sounded," Johnson said, "like a parrot with a cold in its head, but it caught my attention and held it hard and fast." Johnson worked over the phonograph for several years, slowly improving the disk record until it sounded as good as the wax cylinder and had much greater volume. He developed a good spring motor to drive the machine and a governor to hold the speed constant. By 1901 the Berliner-Johnson phonograph was no longer a toy but a musical instrument.

CONTINUED ON PAGE 97



No false alarms —
no medical claims

Old Golds

are a **TREAT**
instead of a **TREATMENT**



TESTS AND TESTIMONIALS go up in smoke when you consider this reminder: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the United States Government.

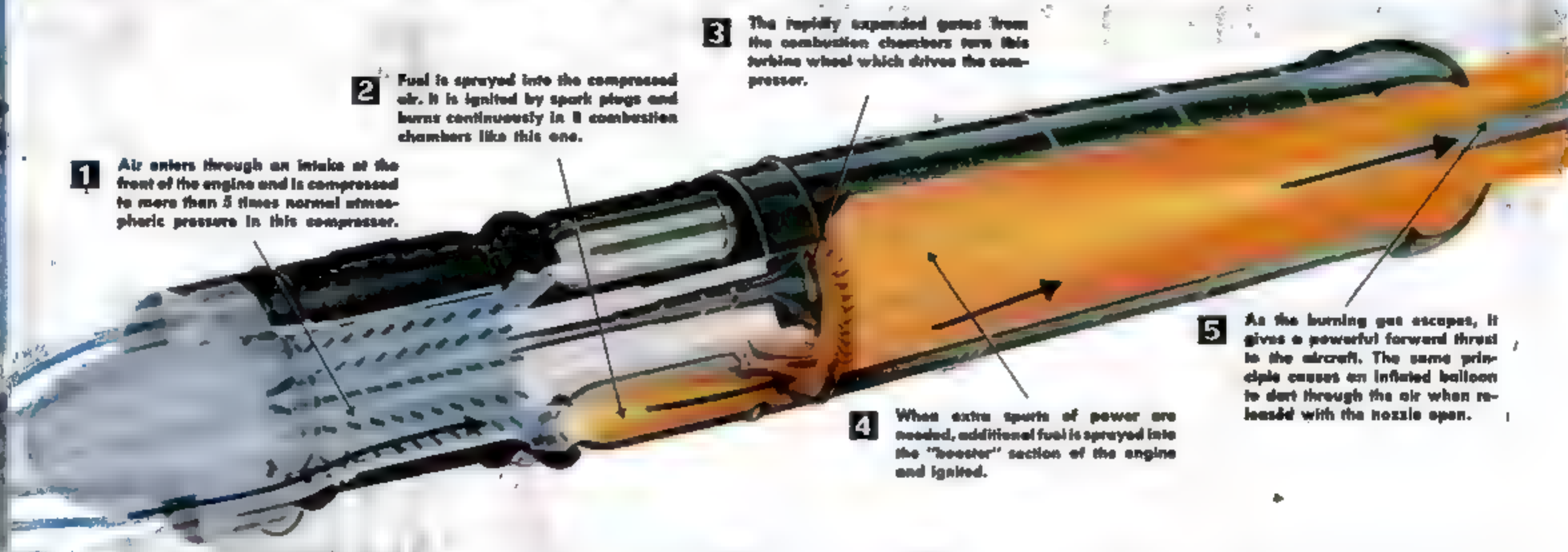




GENERAL  ELECTRIC

Though it operates on a very simple principle, the modern jet engine is an extremely complex machine, requiring the highest engineering and manufacturing skills.

HOW THE NEW "SOUPED-UP" G-E JET ENGINE WORKS



1 Air enters through an intake at the front of the engine and is compressed to more than 5 times normal atmospheric pressure in this compressor.

2 Fuel is sprayed into the compressed air. It is ignited by spark plugs and burns continuously in 8 combustion chambers like this one.

3 The rapidly expanded gases from the combustion chambers turn this turbine wheel which drives the compressor.

4 When extra spurts of power are needed, additional fuel is sprayed into the "booster" section of the engine and ignited.

5 As the burning gas escapes, it gives a powerful forward thrust to the aircraft. The same principle causes an inflated balloon to dart through the air when released with the nozzle open.

NEW G-E JET ENGINES STRENGTHEN DEFENSE SCREEN

Air Force's new "Sabre" jet gets extra power from "souped-up" General Electric jet engine

North American Aviation's new F-86D "Sabre" jet is a good example of the ceaseless drive by the military services and the aviation industry to stay out in front in the race for air supremacy. The new "Sabre" with its powerful General Electric engine has a bright future.

Designed to search out and destroy enemy bombers, this interceptor plane must have an extremely powerful, completely reliable engine. Yet it has to be simple to operate so that the interceptor pilot can concentrate on his hunting. To meet these requirements, General Electric has built a "booster" into the engine. The pilot simply adjusts his throttle for more power during takeoff and climbing—and

the electronic control causes the booster to flare into action.

Thus, G-E engineering research helps keep America's air defense strong. To spread the defense effort, all parts for this G-E designed engine are manufactured by other companies. The engines are assembled and tested at G.E.'s Lockland, Ohio jet center. The flow of finished G-E jets to your Air Force is getting bigger every day. General Electric Co., Schenectady 5, N. Y. 230-2

ENGINEERS: G.E. seeks experienced engineers and scientists for defense work. If you are not now in defense production, send your qualifications to our Technical Personnel Services Dept., Section B, Schenectady 5, N. Y.

You can put your confidence in—

GENERAL ELECTRIC

← America's only one-man interceptors, North American F-86D "Sabres", zoom straight up in an unusual maneuver using extra power from the "booster" in their "souped-up" G-E engines.



MODERN G-E JET is shown with "booster" ready to be bolted on. Intensive developmental work needed to maintain jet supremacy is made possible through extensive engineering facilities of companies like G. E.



PRODUCTION of G-E jet engines is picking up speed. Here, jets are being assembled vertically to avoid strain. Over 4,000 suppliers help G. E. build jets.



JET CENTER, U. S. A. General Electric's Lockland, O., jet plant is one of the largest in the country. Thanks to facilities like this, continued U. S. air supremacy is assured.

Pork sausage links—plump packages
of protein and food energy



Meat . . . every bite of any kind of it—sausage, steak or stew—gives you the kind of protein (*complete* protein) that you need

- to build strong muscles and red blood
- to nourish your nerves and tissues
- to help you ward off infection.

That's why meat is often recommended after surgery; advised for expectant mothers; included in the diet of both the very young and very old. It is . . .

"a yardstick of protein foods".

Meat as a Source of Protein, B Vitamins and Iron					
KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			IRON
		THIAMIN	RIBOFLAVIN	NICOTINIC ACID	
PORK	Excellent	Excellent	Fair	Excellent	Excellent
BEEF	Excellent	Fair	Excellent	Excellent	Excellent
LAMB	Excellent	Fair	Good	Excellent	Excellent
VEAL	Excellent	Good	Good	Excellent	Excellent
VARIETY MEATS	Excellent	Excellent	Excellent	Excellent	Excellent
SAUSAGE	Excellent	Good	Good	Good	Excellent

B₁₂ Meat is an outstanding source of this recently discovered important vitamin



This seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

AMERICAN MEAT INSTITUTE Headquarters, Chicago • Members throughout the U. S.



RECORD-CUTTING SESSION before "mikes" came into use packed musicians in clump near recording horn. Above, a 1916 group at Edison Studio.

PHONOGRAPH CONTINUED

For 20 years so many people had been improving Edison's invention that no one was sure who had developed what. Everyone was suing everyone else, and the litigation got so fierce that no man could settle it. Poor Edison was temporarily euchred into a position where he could not legally sell his own invention in the U.S. In desperation the companies and individuals who had major patentable interests in the phonograph got together in 1902 and pooled them. Since then, phonograph people have got along as well as can be expected, as might be said of a cageful of ferrets. After the big settlement there remained three companies which were to dominate the industry for a long time: Columbia (the Bell-Tainter interests), Victor (Berliner-Johnson) and Edison.

The remaining problem, once the lawing had been got out of the way, was that consumers, even those who still had their eyebrows, regarded the phonograph with distrust and contempt. Reputable music dealers refused to display phonographs in their stores and reputable singers would not even blow their noses into the recording horns. This hostility might have floored the mild inventors, but not Johnson. In a real masterpiece of salesmanship he persuaded the Lyon & Healy Company of Chicago, at that time the largest music house in the world, to handle his phonographs. Those who see no romance in commerce may not regard this as a tremendous thing, but to match it today a salesman would have to talk Tiffany's into taking on a line of plastic enema bags. In a second master stroke, Johnson in 1903 persuaded Enrico Caruso to make records for him. So great was Caruso's prestige, even then, that the phonograph automatically became socially accepted. So great was Caruso's fondness for a dollar that he exacted \$4,000 for the first recording session and reportedly got a royalty of 50¢ a record, highest ever paid to anyone.

Another of Johnson's triumphs was to make the Victor trademark, the dog listening to His Master's Voice, the most famous thing of its kind in the world. On this he spent \$24 million in 25 years, and those were years before big advertising budgets became common. The trademark has been imitated many times, often by temperance groups, which substitute a bottle for the phonograph and "His Master's Vice" for the caption.

Once the phonograph had been perfected, accepted and publicized, most of the great artists of the time followed Caruso into the recording studios, where they underwent a real ordeal. The only power that vibrated the diaphragm and made the cutting stylus excise grooves in the wax was unamplified sound. The singers sang, or bellowed, into a large horn, at the small end of which was the diaphragm. Tremendous volume was required and all the great ones—Caruso, Scotti, Tetrassini—had it.

The horn worked fairly well for soloists and for groups of three and four, but when a 15- or 20-piece band tried to make a record, it was murder. To get close enough to the horn the musicians would clot up in a squirming, tortured mass, the trombonist's slide thudding on the skull of the man in front of him, the violinist's bow digging into the eye of the man beside him.

In these pre-microphone days some performers got horn fright.

CONTINUED ON PAGE 98

SNACK TIME!



Happy thought—never a dish to wash thanks to SERVISSET—now in the inexpensive EXTRA VALUE pack. "Morning Glory" is one of 19 beautiful patterns in matched paper plates, Handi-Handle® cups, napkins and tablecover.



Look also for "Purity"® paper tableware. BIG PAK for everyday use!

SUTHERLAND PAPER COMPANY • KALAMAZOO, MICHIGAN

Give the Beautiful **COUNSELOR** this Christmas!



THE SCALE
that lights the dial
WHEN YOU STEP
ON THE PLATFORM



NO. 239
IN DECORATOR
COLORS
\$795
NO. 279
IN ALL-CHROME
\$995
Prices, Denver and
West, 50¢ higher

No Squinting...No Stooping...No Guessing...
with **COUNSELOR**

Only
in Counselor
do you get these
new features,
these extras,
at no additional cost
LITE-O-MATIC DIAL
LINE-O-SITE LENS

It *lights**—for the easiest weight
reading ever... and guides your
eye to *exact* reading with the
exclusive Line-O-Site Lens.
Smooth, smart designer styling
... choice of 7 smart colors or all
chrome finish, in several
models priced from \$6.95 to
\$10.95, at better department,
hardware and drug stores.
There is *no personal scale more*
accurate than COUNSELOR!

*operated by replaceable flashlight battery

The Brainerd Company, Rockford, Illinois

GUARANTEED FOR LIFE

Guaranteed by
Good Housekeeping

CORRECT IN EVERY WEIGH

COUNSELOR
STREAMLINED
Scales



PRODIGY Mischa Elman won much of his fame through recordings. He made his first record in 1906 at age of 15.

PHONOGRAPH CONTINUED

Chauncey Olcott, a fine singer and composer of *My Wild Irish Rose*, was only partway through his first recording when he snatched up his hat and coat, ran away and never came back. Caruso, more in thirst than in nervousness, once stepped out between takes of *Madame Butterfly* to have a quick snort. When he returned, his partner in the love duet, Geraldine Farrar, sang "Oh, you've had a highball" in perfect time to the music. "No," sang Caruso, also in perfect time, "I've had two highballs." To this day no one is certain whether this record was properly suppressed, and there is a strong possibility that some copies of it are still around.

Modern artists can and do insert all sorts of profane remarks into their performances, but since they record on tape, these can be easily snipped out. The most bizarre idiosyncrasy among contemporary artists is not audible, or at any rate it is to be hoped that it is not. Just before Risë Stevens begins to make a record, her husband, Walter Surovy, steps up and spits on the back of her neck. This is an Old World good luck charm.

Duplication of records in the old days was easy enough in the case of disks. The master record was plated with metal and from it were made "stampers" which pressed duplicates from "biscuits" of warm, oozy batter. This method is still in use. Modern records are made either of Vinylite and other plastics or a mixture of filler and shellac. Previously all kinds of materials were used, some of them highly unlikely. Victor had good luck with a mixture that contained, whether by accident or not is uncertain, a dash of ordinary store cheese.

Duplicating cylindrical records was a tough problem. One way of solving it was to make a wax master cylinder, which was placed in a machine that "played" it, the needle being linked up in parallel with another needle that cut corresponding grooves in two wax blanks. Another way of solving it, and this was a common method at first, was this: if a company wanted 60 copies of a record, it simply got the singer to perform 60 times, or six times in front of ten machines.

As sales of phonographs and records shot upward, Victor and Columbia began to put the squeeze on Edison. In 1906 Victor came out with a machine (the Victrola) in which the horn was turned upside down and housed in the cabinet, and in 1907 Columbia introduced double-faced laminated records.

Contrary to the common impression, Edison was a very good businessman, but his judgment in commercial music was not as good as his competitors'. Moreover he was a perfectionist, and insisted on selecting and approving personally every piece of music and record his company released. This was as though H. J. Heinz had insisted on pickling every gherkin with his own hands.

CONTINUED ON PAGE 101



Other times, other tastes...

What made Milwaukee change its mind?

No doubt about it... modern times and modern taste have changed Milwaukee's mind about beer.

Gone are the days when America's beer capital could not agree on which beer was the finest.

Now, year after year, Blatz is the largest-selling beer in Milwaukee... far and away the favorite in the city where nearly three-quarters of the country's wonderful premium beers are brewed!

So wherever you are in this land of ours, lift a glass of Blatz tonight. When you do, you'll join the growing millions of Americans who sing:

*"I'm from Milwaukee
and I ought to know,
it's Blatz, Blatz, Blatz,
wherever you go."*



Milwaukee's finest beer!

Today, it's Blatz!





HAT BY INEKE
FURS BY ESTHER DOROTHY



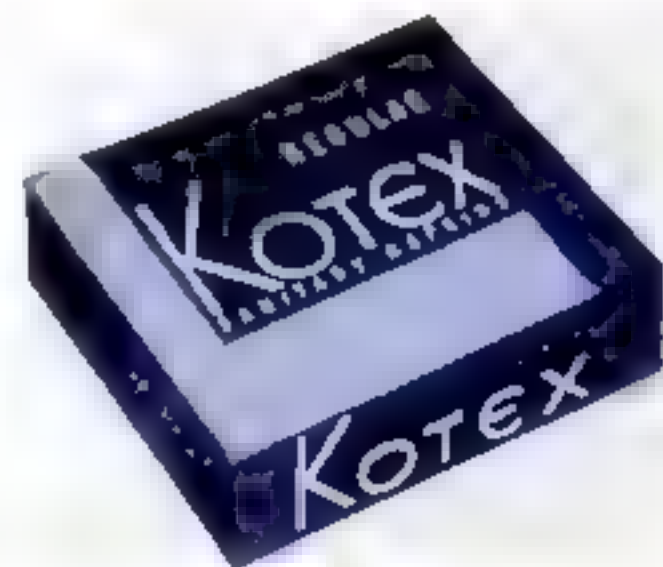
Not a shadow of a doubt — with Kotex

— *with Kotex* you get absorbency that doesn't fail:
the trustworthy kind of protection you *need*, for safety,
for comfort, and a fresh, dainty feeling.

— *and only Kotex* of all leading napkins has
flat, pressed ends. So there's no revealing outline.

— *best of all*, this pad is made to *stay soft*
while wearing—to retain its fit and comfort for hours.
No wonder Kotex is America's first choice in napkins
. . . *very personally yours.*

More women choose Kotex
than all other sanitary napkins*



*T.M. REG. U.S. PAT. OFF.

Speech at the Pan-American Exposition," where McKinley was shot on Sept. 6, 1901, but the voice is not the president's. It belongs to a man named Len Spencer, a descendant of the man who developed Spencerian handwriting, who had a sonorous voice of which he was quite proud. Spencer worked for various record companies, faking the voices of the famous, and collectors are advised to beware of his work. (He is no longer a menace, being long dead and buried after a service consisting only of the playing of a record of a voice reciting the 23rd Psalm and the Lord's Prayer. Spencer's voice.)

The collecting of old records is just now beginning to be an important hobby in the U.S. The supply of them is good, and millions more remain to be discovered. Only one book of any consequence has been written on the subject—*Collectors' Guide to American Recordings, 1895-1925*, by Julian Morton Moses, a former concert manager and music teacher who operates the American Record Collectors' Exchange in New York. The highest price anyone has ever paid for an old record, Moses says, was \$400, for Sir Charles Santley's recording (1903, Gramophone & Typewriter, Ltd., London) of the aria "Non più andrai" from Mozart's *Marriage of Figaro*. The very earliest Caruso records, in good condition, will fetch as high as \$150.

Old metal master records can be renovated to a remarkable degree. For the past two years Victor has been working over its supply of them and has reissued a large number of selections recorded as long as 50 years ago, collectively called *Treasury of Immortal Performances*. Even after half a century the music can be restored, by the use of microscopes and engraving tools, if it is in the groove. That, as it happens, is where the expression came from.

The future of the recording industry appears to be bright, though not so long ago it appeared to be heading for extinction. In the late '20s the combination of the newfangled radio (which would play practically forever without being cranked or having records changed) plus the Depression nearly did in the phonograph. In the middle '30s automatic record changers set the phonograph back on the road to popularity, a journey greatly speeded up just before the war when the major recording companies cut the price of their classical records almost exactly in half.

During the war the scarcity of shellac from which records were pressed held sales down. Then Vinylite came into use and sales mounted in 1946 and '47 to a high point of more than \$300 million annually. There followed a down period, the public keeping its hands in its pockets while the companies fought the battle of speed, size and shape: 33½ or 45 or 78 rpm?, 7, 10 or 12 inches?, small or doughnut-sized spindle hole? Now most machines can play all three speeds, sizes and shapes, and sales have mounted steadily. Meanwhile, the burgeoning of the disk jockey, with his Pied-Piper following among teen-agers, has enlarged the record-buying public by millions of devotees of popular music.

When the present market is satiated, the recording companies may gamble on a switch to tape recordings, which can be promoted as guaranteeing even greater fidelity and even less trouble than modern disks on automatic players. So Edison's business machine invention will be around for at least 75 more years in one form or another.



MODERN LP RECORDS are made by playing a magnetic tape recording (right) of the music through an amplifier while lathe cuts lacquer master disk.



Give her the "beauty shop" doll that walks.. "Nanette"

with Saran hair...thriftily priced at \$7.98 to \$19.98

(slightly higher on West Coast)

Nanette's an all-round play girl. Sits up smart as anything. Has Saran hair that can be washed, waved, combed and curled. Lead her by the hand and she'll step right out, moving her head as she goes. Nanette's entirely washable, durable plastic from head to toe—won't crack, chip or peel—ready for years of play. Comes in 14 different styles, each in three sizes: 15", 18", 23". Look for her and all the other lovable R & B dolls at your favorite store; or write for the address nearest you.



NANCY LEE
—new all washable vinylite girl doll with moving eyes, washable Saran hair. Dressed in slip, shoes and socks, \$9.98. Clothes to fit her sold separately. \$1.98 up.



ANGEL FACE
—adorable toddler, all-washable vinylite. Moving eyes. Some with washable hair. \$7.98 up.



BOY DOLL
—in line with psychiatric interest in dolls for small boys. Completely washable, vinylite head, latex body, arms and legs. \$2.98 up.

R^B

DOLL COMPANY • 200 FIFTH AVENUE • NEW YORK 3, N. Y.

You like it... it likes you!

"fresh up" with Seven-Up!

As full of lively fun as a dimpled drum majorette—sparkling, crystal-clear 7-Up leads the way to thirst-quenching enjoyment. So pure, so good, so wholesome —folks of *all ages* can "fresh up" often with the All-Family Drink!

Copyright 1957 by The Seven-Up Company



Buy it by the CASE or in the
new and handy
7-UP FAMILY PACK →
of 24 bottles!

Easy-lift center handle! Space saving! Family supply!





*Studebaker rounds out its first century
on the roadways of the world*



From wagon wheels to automobiles through 100 historic years

EVEN the Pony Express was a long way off—eight years in the future, in fact—when America's first Studebaker swung upon the scene.

Gold had just been discovered in California—and two young Indiana blacksmiths named Henry and Clem Studebaker saw opportunity in it.

They felt that people heading west would need a lot of wagons. They decided to build some. How right their judgment was is borne out by

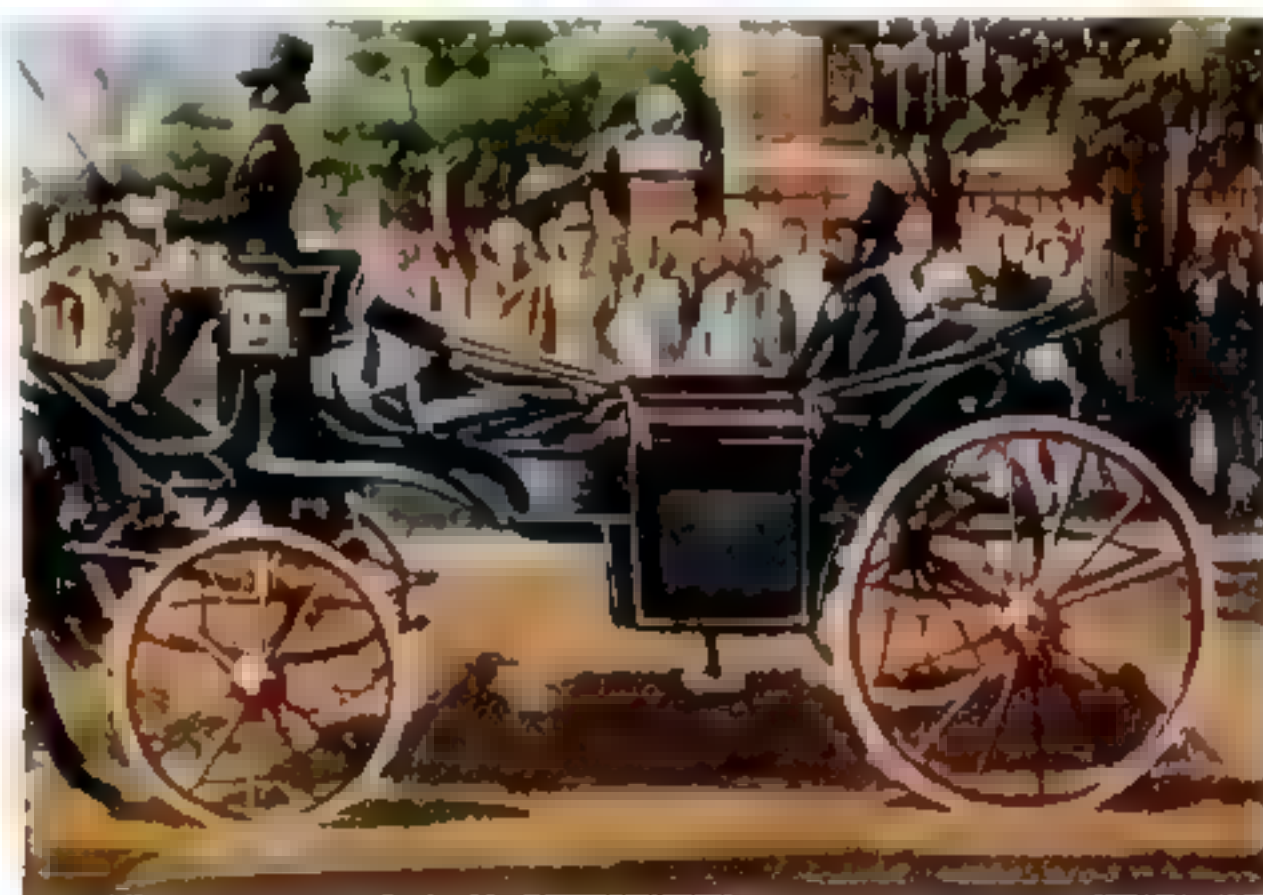
history. America's most dynamic period of expansion was about to begin.

The little \$68 wagon shop the Studebaker brothers opened up in 1852 is now the world's fourth largest automotive vehicle manufacturing enterprise. It does a business of more than half a billion dollars a year.

These pages show some high spots of Studebaker's 100 years. But like a vigorous young redwood, Studebaker has only started growing.



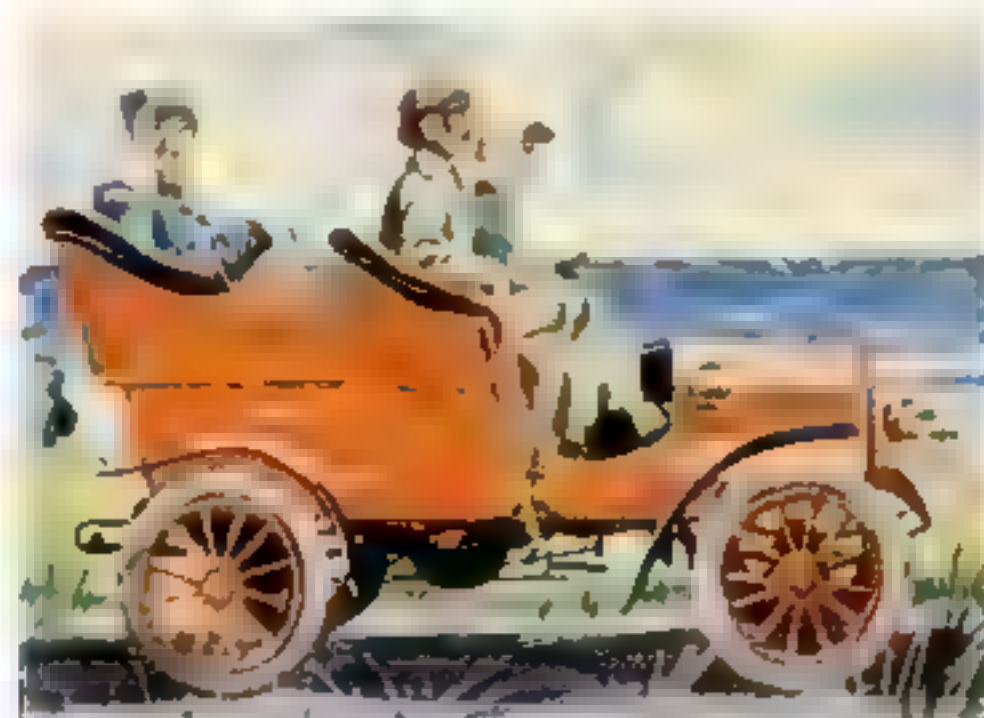
① The first Studebaker military order—100 wagons for the U. S. Army—The year was 1857 and "trouble" was brewing out on the western plains. Supply vehicles for troops were urgently needed. The young firm of H & C. Studebaker was asked to build 100 military wagons in six months. They completed the contract in three months, thanks to a special kiln they devised for wood seasoning.



② Presidents of the U. S. and potentates the world over drove in Studebaker carriages throughout the late 19th century and well into the 20th. President Theodore Roosevelt, and his White House predecessors back to U. S. Grant, had handsome horse-drawn "state" Studebakers.



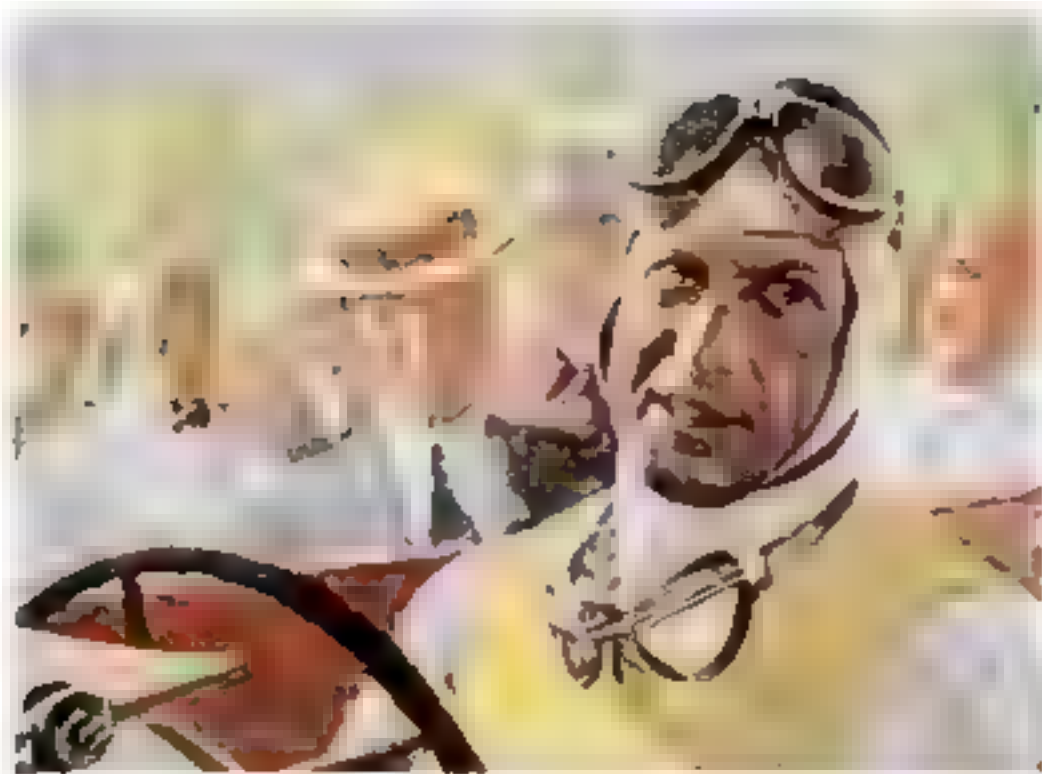
③ Studebaker's historic first "horseless" carriage was built in 1902. It was an electric, and Mr. F. W. Bles of Macon, Missouri, bought it. The second Studebaker electric went to Thomas A. Edison.



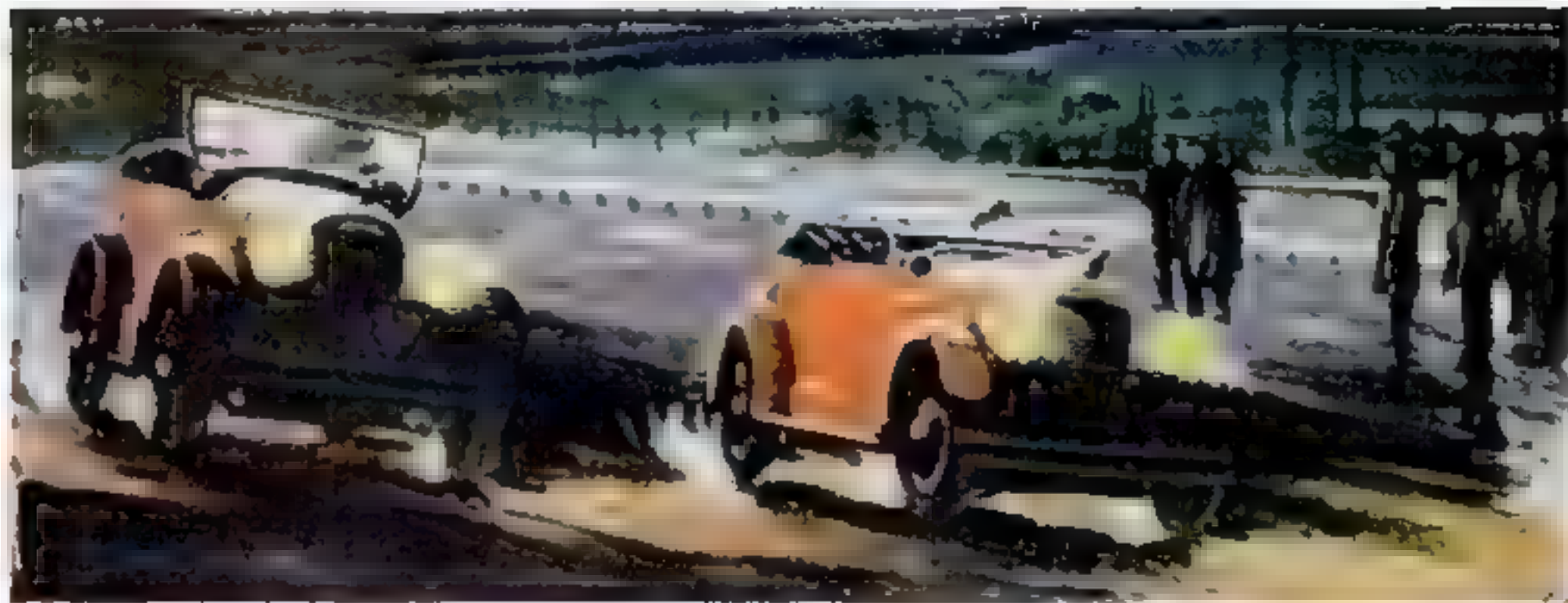
④ First gasoline powered Studebaker—a 1904 model became the proud possession of Mr. H. D. Johnson of South Bend, Indiana. Public confidence in the organization behind them sold many Studebaker automobiles.



⑤ In the grueling Glidden and Munsey tours of the early 1900s Studebaker-built cars convincingly proved their superb stamina on the road—won honor after honor against the most formidable competition of the time.



⑥ Ab Jenkins and other daring drivers wreathed Studebaker cars in glory in cross-continent runs and hill climbs during the 1920s. Over 100 A.A.A. records for endurance and reliability were established in a short period.



⑦ Night and day for 19 days and 18 nights, six Studebakers traveled around the famous old Atlantic City board track in 1928. Each Studebaker clicked off 30,000 consecutive miles in less than 27,000 consecutive minutes. Nothing made by man had ever gone so far so fast before. Such speedway champions as Ralph Hepburn, Harry Hartz, Ab Jenkins, Eddie Hearne and Jimmy Gleason were notable demonstrators of Studebaker durability.



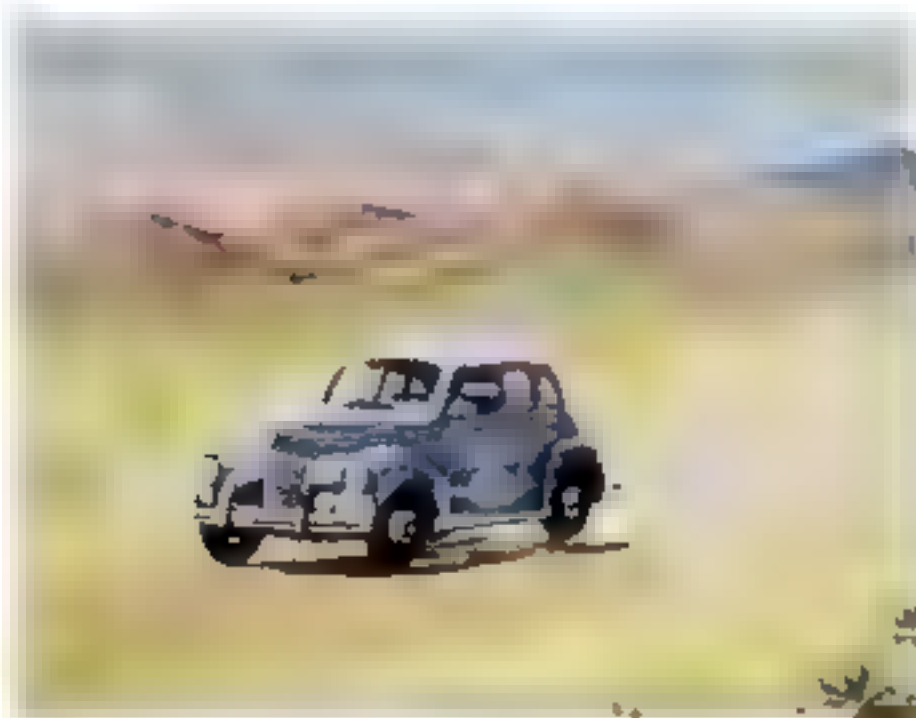
⑧ A 1922 Studebaker traveled from Rio de Janeiro to New York as the 1930s began. Owner and driver was Senor Jose Mario Barone. This Studebaker had already gone 124,000 miles. It was ferried over water on this trip whenever necessary.



⑨ Remember this? Studebaker engineers pushed a brand new sedan off a 104-foot cliff in 1934—Newsreel pictures showed the impact did remarkably little damage. The sturdy Studebaker was driven off under its own power.



⑩ Studebaker cars made history in two Indianapolis Speedway races prior to World War two—Each year, five Studebakers entered the 500-mile race—finished among the leaders—headlined Studebaker's "speedway stamina."



⑪ Studebaker Champion amazed America in rugged "shake-down" test in '39—This new low price Studebaker sped coast to coast and back—averaged 27¼ miles per gallon—then ran 15,000 miles in 14,511 minutes on Indianapolis Speedway.



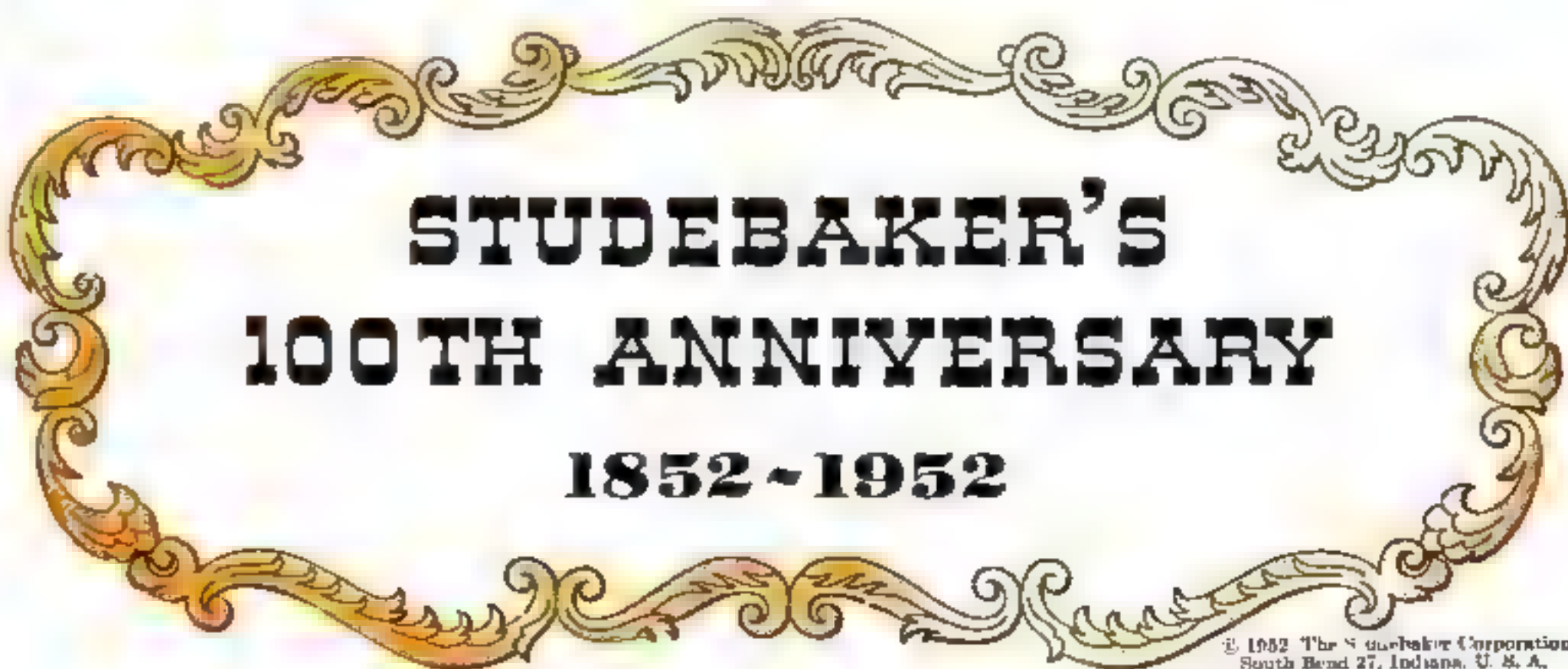
⑫ In Mobilgas Runs—and Gilmore Runs—Studebaker cars have consistently been leaders in gasoline mileage. These competitions—the great "thrift classics" of motoring—have been a succession of Studebaker triumphs from 1931 through 1952.



⑬ The car that changed the face of modern motoring is this first postwar Studebaker. It made its bow in 1946, nine months after World War II ended. It revolutionized all future car design.



⑭ The end of one eventful century—the beginning of another—and new chapters of achievement are being written in the Studebaker log book day by day. Studebaker styling and engineering spur progress every car buyer welcomes.



© 1952 The Studebaker Corporation
South Bend 27, Indiana, U. S. A.

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



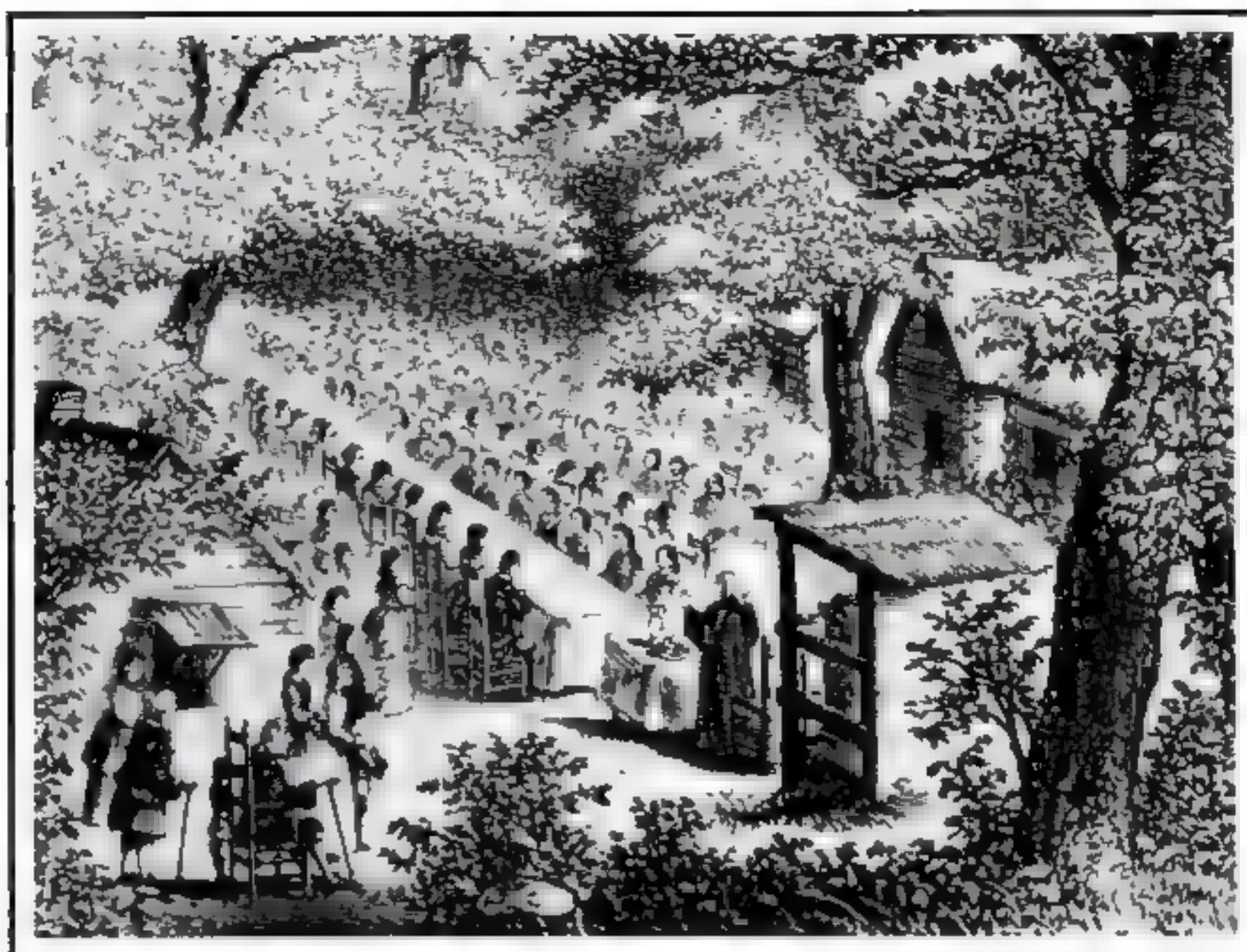
MRS. WILLIAM FITZHUGH WHITEHOUSE, III, beautiful Newport society figure, at a showing of modern art. Discriminating in her choice of cigarettes, Mrs. Whitehouse says: "Herbert Tareyton is the only cigarette that gives you a cork tip, extra length and such mild tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

© 1954 The American Tobacco Company



IN A REVIVAL MEETING AROUND 1800, TABLE FENCING CEREMONY TAKES PLACE OUTDOORS

A PARISH 'FENCES THE TABLES'

Maryland church re-enacts ancient ceremony in which minister barred the unworthy from Communion

In the early days of the Presbyterian Church in America, Communion was served in the traditional Scottish ceremony known as "fencing the tables." The communicants seated themselves at long tables (*above*) but those whom the minister deemed unfit to receive the Lord's Supper were forbidden to come to the table, and thus were "fenced off" from the worthy.

This year in the small town of Princess Anne, Md. the Manokin Presbyterian Church celebrated the 280th anniversary of its founding by reviving this ceremony (*below*). The front pews were removed and a long table was set up for the communicants in front of the altar. Unlike the ministers of the old days, the Rev. Wallace Williams did not list the

unworthy by name but merely told his parishioners in general terms who was eligible and invited those who felt themselves eligible to partake of the Communion. For most of the 113 communicants it was a strange and quaint experience. But to the oldest members, the ceremony was familiar, for Manokin Church did not give up "fencing the tables" until 1898.

IN 1952 REVIVAL OF TRADITIONAL SERVICE, MANOKIN COMMUNICANTS SIT AT TABLE IN FRONT OF THE ALTAR AS MINISTER WILLIAMS (LEFT) OFFICIATES



KING-SIZE Christmas for your PINT-SIZE Prince



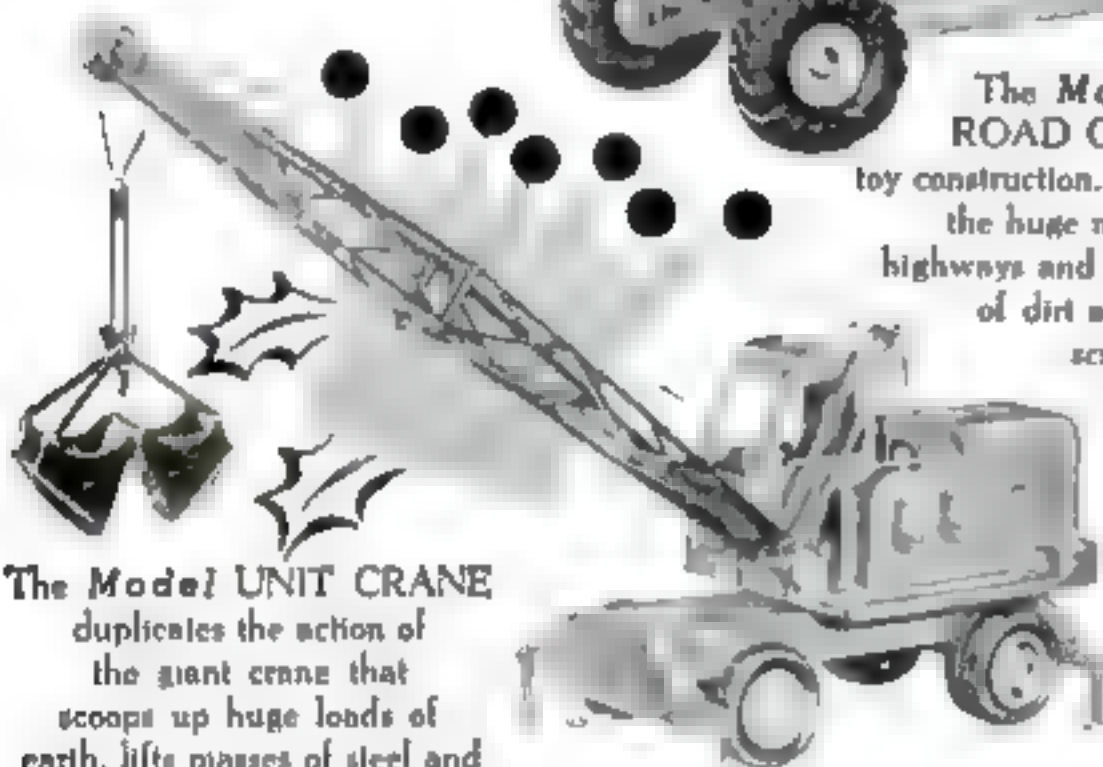
You can make this his biggest and best Christmas, Dad, with one or more of these thrilling large-scale Model Toys that actually perform like the giant machines your boy has seen in action. Each Model Toy is an authorized working model of a well-known construction machine, sturdily constructed of heavy-gauge steel to outlast other toys 3 to 1. A world of fun for your boy—and a world of education, too.



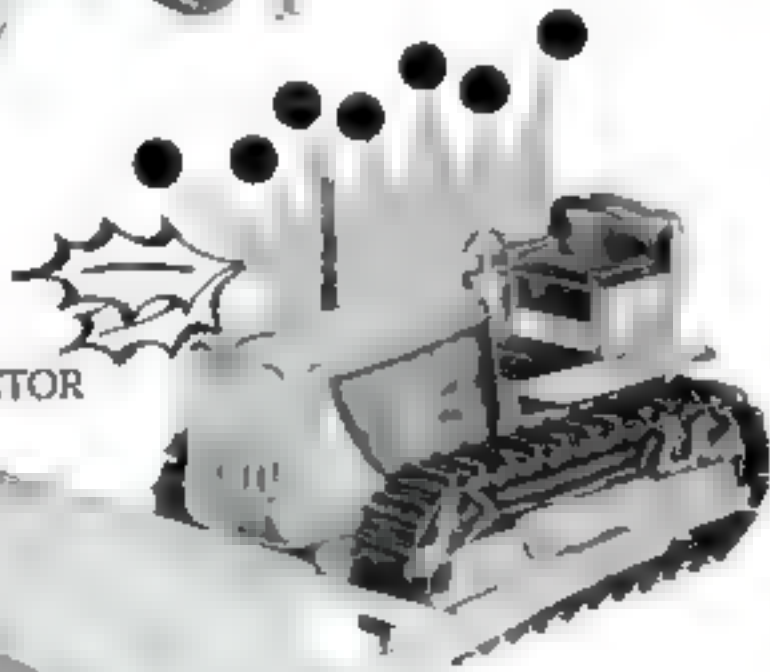
The Model EUCLID DUMP TRUCK hauls and dumps dirt just like the big truck. A basic toy for children of all ages—exciting enough for the older boy, yet simple enough for a two-year-old to play with.



The Model ADAMS ROAD GRADER is a masterpiece of toy construction. An exciting reproduction of the huge machine that grades and banks highways and airport runways—pushing tons of dirt and stone aside with its giant scraper blade, as it rolls along the road bed.



The Model UNIT CRANE duplicates the action of the giant crane that scoops up huge loads of earth, lifts masses of steel and other heavy materials—swinging them on its powerful boom to waiting trucks and railroad cars. A basic engineering course for the older boy.



The Model CATERPILLAR® D6 TRACTOR and BULLDOZER is a rugged replica of the giant "cat" that smashes through walls, knocks down trees, clearing areas for all types of construction. A thrill-packed toy—with adjustable bulldozer blade, realistic treads and draw bar for towing other Model Toys.

*Reg. U. S. Pat. Off



THE TOY YOUR BOY
WILL NEVER OUTGROW

Model Toys are priced from \$12.95 to \$15.95. In 11 Western States prices are slightly higher. For FREE CATALOG, write to Chas. Wm. Dosecke Mfg. Co., Rossmore 3, Ohio



Fencing the Tables CONTINUED



ELDERS PRAY with minister in graveyard before service. Idea of reviving ceremony came from the Rev. Wallace Williams, who did necessary research.



CHOIR PARTAKES of bread at communion. Instead of usual wafers, bread for special service was homemade loaf baked for the occasion by parishioners.



COMMUNICANTS DRINK from antique silver cups passed by elders. Ladderback chairs were borrowed to create authentic colonial atmosphere.

KNEE-DEEP IN CLOVER

I'VE KNOWN Charlie Morton for a good many years. We got out of college about the same time and worked together over at the old *Herald* until Charlie got a job as salesman for one of the big companies in town and I went into the life insurance business.

I spoke to Charlie about his insurance from time to time, and after he and Martha Ward got married I talked about it often.

But Charlie had it all figured out, back in those days. He'd make a killing in business, lay away a whole lot of money in a hurry, and that would be that. So he just laughed at me and said, "My boy, by the time I go we'll be knee-deep in clover. Martha won't have a thing to worry about—not a thing!"

I spoke to him about his life insurance when his son Jimmy was born, again after little Sarah arrived and several times after that. But Charlie just kept laughing it off. After that, all I did was to ask him sometimes when we met downtown or at the club, "How's the clover patch coming along?"

And Charlie would say, "Fine, just fine!"

The other day he called me for lunch. During the first part of lunch we talked about things in general. Then Charlie turned to me and said, "Do you realize that Martha and I will be married fifteen years next week?" I shook my head and said it sure didn't seem that long.

"No," he said, "it sure doesn't." He dropped a lump of sugar into his coffee, watched it dissolve and then said, "You remember the 'big killing' I was always going to make? Well, I never made it—and with taxes and prices the way they are now, it doesn't look as if I ever will."

He smiled a little ruefully and said, "In short, the clover patch isn't very lush and green at all, and—well, I guess maybe I've been a little more stubborn about my life insurance than I've had any right to be. So it looks as if you've made a sale, after all."

"I'm glad you changed your mind, Charlie," I said, "because even though the premiums will be a little higher now, at least you'll have the satisfaction of knowing that everything is under control."

Charlie laughed and said, "Better late than never, I guess."

That was a couple of days ago. Today, *late* and *never* mean one and the same thing for Charlie Morton.

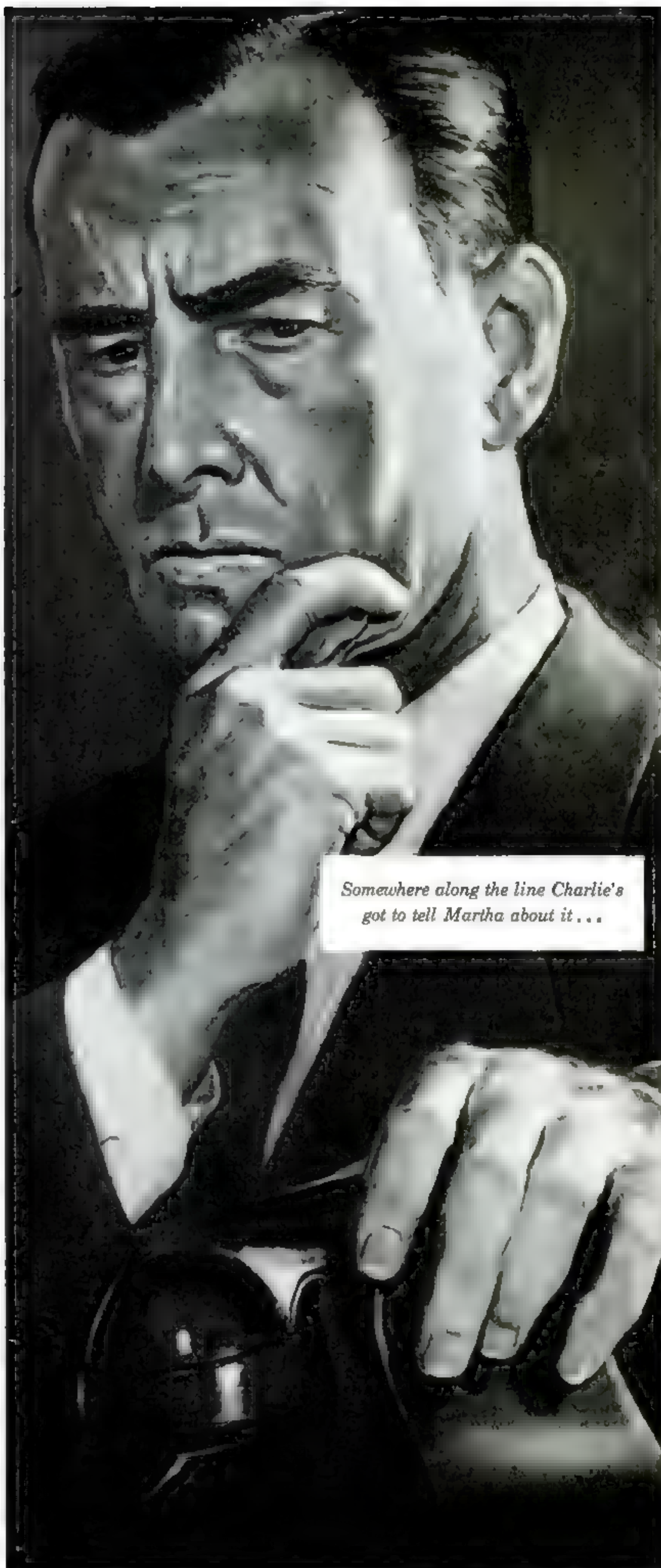
It seems there's just enough wrong with Charlie's heart not to have bothered him, but to make it impossible for him to get any life insurance. The doctor said it was something that had probably developed during the past two or three years—which certainly doesn't make me feel any better about it.

I've been sitting here looking at the telephone on my desk, knowing that sooner or later I'll have to pick it up and make an appointment to see Charlie. It's not only having to tell Charlie that's tough. It's knowing that somewhere along the line Charlie's got to tell Martha about it . . . knowing that somehow he's got to find a way to make it up to her and the two kids.

Somewhere along the line Charlie's got to tell Martha about it . . .

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW



Naturally, names used in this story are fictitious.



3 Truly Great Drinks

Original Early American HIGHBALL



1 ½ oz. Puerto Rican Rum
For a Dry Highball—Add water or soda, ice, lemon twist or dash of Angostura.
For a Sweet Highball—Add ginger ale or cola, ice, juice ½ lemon or lime.

America's original highball was Rum and spring water. Today, choice, light-bodied Puerto Rican Rum makes history's finest highball better than ever.

WHALER'S TODDY



½ tsp. brown sugar
2 oz. Puerto Rican Rum
Splash of water
Add ice and stir well in Old Fashioned glass.

HOT BUTTERED RUM

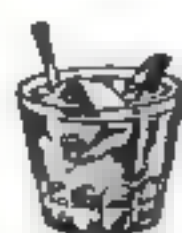


1 ½ oz. Puerto Rican Rum
1 tsp. sugar
1 slice lemon studded with 6 cloves
1 stick cinnamon and pinch of nutmeg

Place in preheated mug or Old Fashioned glass, fill with boiling water, and drop in generous gob of butter. Carefully float a flaming tablespoon of Rum on top.

Early American recipes

Traditional American Drinks ~ Delicious with Puerto Rican Rum



RUM & MAPLE

1 tsp. Maple Syrup
1 dash Angostura bitters
Splash of water
1 ½ oz. Puerto Rican Rum

Simply add cube ice, stir and top with a twist of lemon peel.

A drink similar to this was famous in New England before the Revolution.



HOT RUM TODDY

1 ½ oz. Puerto Rican Rum
1 tsp. sugar
Lemon slice, 4 cloves
Cinnamon stick

Dissolve sugar in 1 oz. hot water in mug or glass. Add Rum, clove-studded lemon slice. Fill with 4 oz. boiling water, add cinnamon stick.



DAIQUIRI

Juice of ½ lime
1 tsp. sugar
1 ½ oz. white Puerto Rican Rum

Shake well with cracked ice and strain into glass. Enjoy the world's most famous rum cocktail, made with the world's finest rums.

RUM SOUR



Juice of 1 lemon
1 tsp. sugar
1 ½ oz. Puerto Rican Rum

Shake well with cracked ice. Strain into chilled glass and garnish with orange slice and cherry.

The result is a glassful of history. For "Rum Sours" were enjoyed in America before George Washington was born.

COOL O' THE EVENING



Crush 1 large sprig of young mint with ½ tsp. sugar. Add juice of ½ lemon and 2 oz. Puerto Rican Rum.

Shake well with finely cracked ice and strain into chilled cocktail glass. An unforgettable Charleston original.

CHARLESTON CUP



For each person take 2 oz. Puerto Rican Rum, 1 oz. Orange Curacao, ½ oz. orange juice, 1 tsp. sugar.

Mix well and pour over ice in a bowl. Serve in chilled cups.

From a rare old Charleston recipe, this tempting drink is making history again.

LAZY MAN'S OLD-FASHIONED



1 ½ oz. Puerto Rican Rum
1 tsp. Orange Marmalade
Dash of Angostura bitters
Splash of soda

Stir a bit. It's quick, easy, delightful!

RUM FLIP



2 oz. Puerto Rican Rum
1 whole egg
1 tsp. sugar

Shake well with crushed ice, strain into glass and top with nutmeg.

When Rum Flip was made in quantity, early Americans called it "Yard of Flannel," which it resembled when tossed back and forth from one pitcher to another.

RUM & PINEAPPLE



1 part Puerto Rican Rum
2 parts Pineapple Juice
Sweeten to taste

Stir well in pitcher with plenty of ice. Serve in cocktail glasses.

TOM & JERRY



Into the beaten yolk of 1 egg, work 1 tsp. sugar, ½ tsp. Allspice, 2 oz. Puerto Rican Rum, beating until smooth and thick. Beat egg white separately to stiff froth

and add to above mixture, stirring well. Put this mixture into a preheated mug, fill with hot milk or boiling water and dust with nutmeg.

History's all-time greatest WinterWarmer.

FOR FREE RUMSTER PARTY KITS and other recipes with Rum, see your dealer or write to Department 11, Rums of Puerto Rico, 600 Fifth Avenue, New York 20, New York.



for your holiday parties

Treasured Recipes for the Table ~ Tastier with Puerto Rican Rum

EARLY AMERICAN HOLIDAY DINNER FOR FOUR

Cocktail

Try the Puerto Rican RUM & MAPLE or the CHARLESTON CUP recipes on the opposite page.

Hors d'Oeuvre

Sausages with Rum—Saute 4 oz. of small pork cocktail sausages on one side. Pour out grease. Add $\frac{1}{2}$ cup dark brown sugar, $\frac{1}{2}$ cup soy bean sauce and summer other side in mixture. Place sausages and sauce in chafing dish. Add $\frac{1}{2}$ cup heated Puerto Rican Rum and ignite. Serve from chafing dish with a toothpick in each sausage.



Liver Paté Canapés—To 2 oz. of liver paté, add 3 tbsp. finely chopped chives, 1 tsp. chopped parsley and 2 tbsp. Puerto Rican Rum. Blend well, chill and serve on toast squares.

Dinner

Grapefruit Halves Au Rhum—Section and core four halves, pour 1 tbsp. of Puerto Rican Rum into each center, chill and serve as the first course in your Bottle-of-Rum dinner.

Roast Turkey with Rum Chestnut Dressing—Stuff a holiday turkey with Rum dressing made as follows: Force 3 cups of boiled chestnuts through ricer. Add $\frac{1}{4}$ cup each of cream, butter, and Puerto Rican Rum. Season. Melt $\frac{1}{4}$ cup of butter and mix with 1 cup of cracker crumbs. Combine mixtures. (Makes 4 cups)

Sweet Potato Rum Souffle—Measure 2 cups mashed sweet potatoes in a bowl. Add $\frac{1}{2}$ cup hot milk mixed with 5 tbsp. of Puerto Rican Rum and 4 tbsp. of butter. Beat mixture until smooth, adding dash of cayenne, and nutmeg, $\frac{1}{2}$ tsp. salt, 1 tsp. grated lemon rind, and 4 beaten egg yolks. Fold in 4 beaten egg whites and turn potatoes into a buttered souffle dish. Bake in hot oven for 25 minutes until souffle is well puffed. Serve immediately.

Cranberry sauce and suitable green vegetables complete the main course.

Salad

Rum-Roquefort Salad Bowl—A Chef's Salad Bowl can be different with Roquefort Cheese au Rhum dressing. Just add $\frac{1}{2}$ cup of Roquefort cheese blended with $\frac{1}{4}$ cup Puerto Rican Rum to a French dressing.

Dessert

Rum Pumpkin Pie— $1\frac{1}{2}$ cups cooked and sieved, or canned pumpkin, 1 cup brown sugar, 2 tbsp. molasses, 1 tsp. each powdered cinnamon, ginger; $\frac{1}{2}$ tsp. each powdered cloves, nutmeg and salt. Three eggs slightly beaten, $1\frac{1}{2}$ cups scalded milk or part cream, 2 oz. Puerto Rican Rum. Mix ingredients in order given, pour into unbaked 9" pastry shell. Bake about 45 minutes at 425°F.



Rum Mince Pie—For a quickie holiday pie: 3 cups prepared mincemeat, $1\frac{1}{2}$ cups peeled, chopped apple, 3 oz. Puerto Rican Rum. Use 9 oz. prepared pie crust mix and follow directions.

Early American Pumpkin and Mince Pies date back to the 17th Century!

Cafe au Rhum—Pour $\frac{1}{2}$ jigger of Puerto Rican Rum into each cup of coffee for the perfect finish to a perfect dinner.



Two Popular Party Punches

THE ORIGINAL EARLY AMERICAN RUM EGGNOG

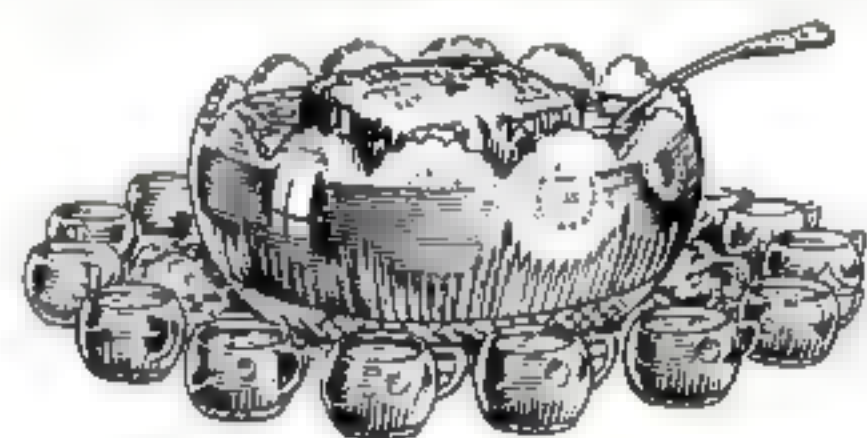
24 egg yolks	2 fifths Puerto Rican
1 lb. sugar	Rum (1 White Label,
2 quarts milk	1 Gold Label)
2 quarts heavy cream	

Beat egg yolks with rotary beater until light. Add sugar and continue to beat until mixture is thick and pale in color. Stir in gradually the milk and rum and chill in refrigerator for 3 hours. Turn mixture into a punch bowl, fold in heavy cream, stiffly whipped, and place in refrigerator for 1 hour. Remove and sprinkle a little grated nutmeg over the eggnog. (Generously serves 40 persons.)

SHORT-CUT RECIPE: The major dairies make excellent eggnog mixes for home delivery. All you do is add 8 oz. of Puerto Rican Rum to each quart.

RUM FRUIT PUNCH (Serves 20.)

Slice and dice $\frac{1}{2}$ pineapple, place in large pitcher with $\frac{3}{4}$ cup sugar syrup (a cup sugar, $\frac{1}{4}$ cup water—boil few minutes, cool), 1 cup lemon juice, $1\frac{1}{2}$ cups unsweetened pineapple juice and $1\frac{1}{2}$ bottles (fifths) of gold Puerto Rican Rum; if de-



sired, add 3 oz. of peach brandy. Chill in refrigerator at least two hours. To serve, pour over block of ice in punch bowl, add 2 quarts sparkling water and 1 pint of sliced strawberries.

PASTE A COPY IN YOUR KITCHEN CABINET! Free reprints of this advertisement are available on request. See your dealer, or write to Dept. 11, Rums of Puerto Rico, 600 Fifth Avenue, New York 20, N. Y.



SHOPPING GUIDE:

For assurance of the best in Rum, look for the mark "PUERTO RICAN RUM" on the label. This means that the Rum has the maturity required by law—distilled, aged, and bottled in Puerto Rico.

Rums of Puerto Rico
600 Fifth Avenue, New York City

RCA VICTOR

offers the right combination for complete home entertainment!

You'll be satisfied *three times over* with this RCA Victor combination—the Penfield! In one compact, handsomely designed console, you get the full enjoyment of 3 great RCA Victor performers—superb 21-inch television, powerful AM-FM radio and modern "Victrola" 3-speed record changer. Here is *complete* home entertainment for the entire family.

The Penfield saves *space* too—extra-compact cabinet fits ideally into today's space-conscious homes. Here's what you get:



← **Big 21-inch television**
Strong, sharp pictures with RCA Victor's "Magic Monitor" circuit system. Just as the studio engineer "monitors" images before they go on the air, the "Magic Monitor" adjusts them *automatically* inside your set. It screens out static, steps up power and ties clearest picture to best sound—all *automatically*.



21-inch Penfield. Powerful AM/FM radio, "Victrola" 3-speed phonograph, TV combination. Cabinet is compact yet has ample storage space for 45 rpm records. Fine grained mahogany finish. Model 21T244, \$595

See the RCA Victor Show starring Dennis Day over NBC Television, Friday, 8:00 p.m., EST

All in one beautiful, space-saving cabinet!

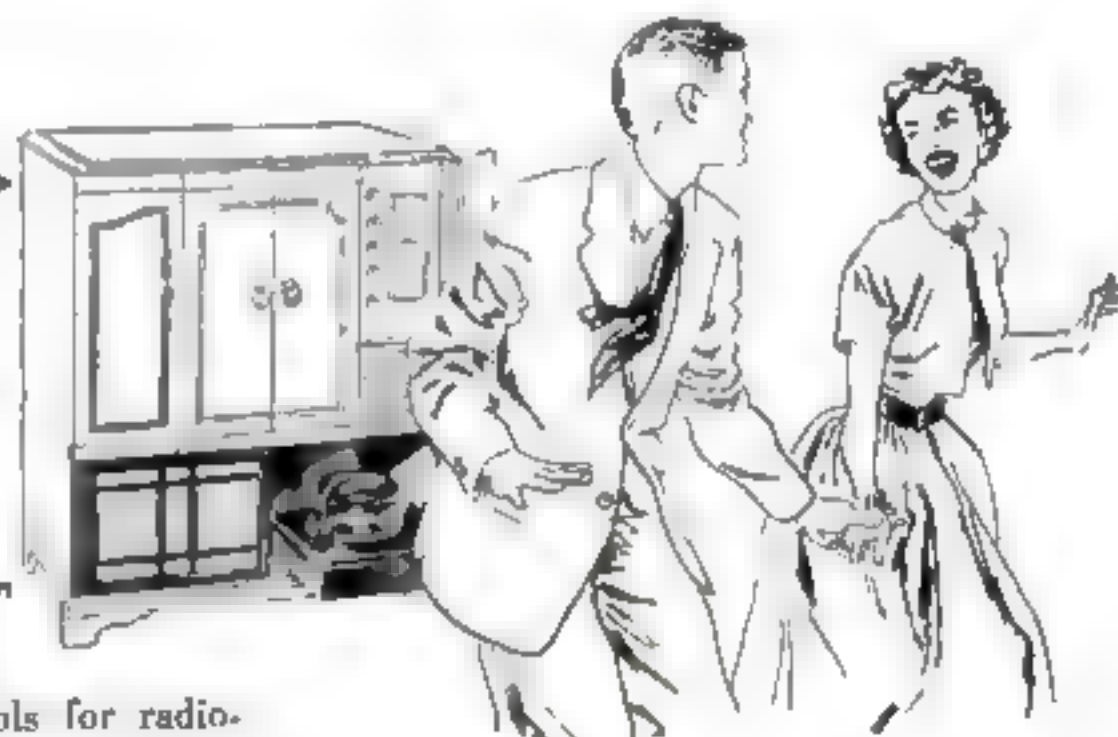
← **"Victrola" 3-speed automatic changer** →

Plays all your records the *right* way! The center's the secret! New, slip-on center spindle handles up to fourteen "45" records—slip off large spindle and you're ready for ten 12-inch or twelve 10-inch records at 78 or 33 $\frac{1}{3}$ rpm.

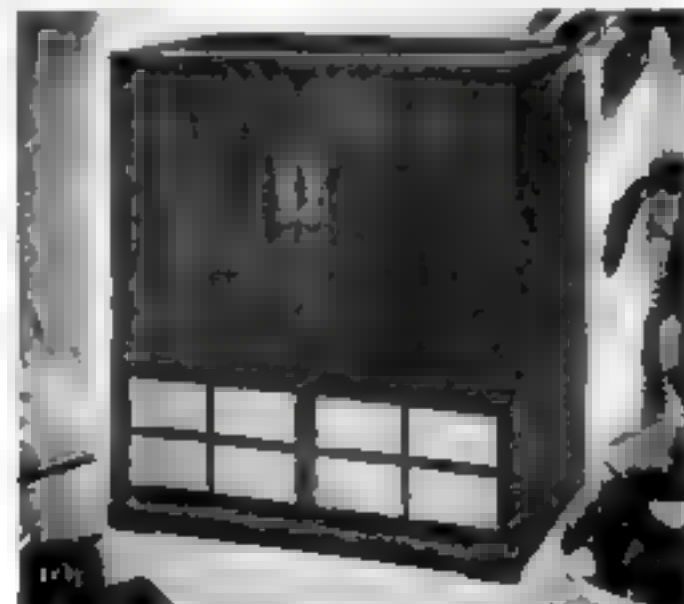


← **AM/FM radio with the "Golden Throat"** →

AM and static-free FM radio—and you have *separate* power, volume and tone controls for radio-phonograph and for television. World-famous "Golden Throat" tone system with extra-sensitive 12-inch speaker makes your radio, record and TV listening the finest ever!



RCA Victor Fenwick. New, luxurious console with automatic "Victrola" 3-speed changer and AM/FM radio, "Golden Throat" tone system. Spacious record compartment. Mahogany, walnut finish. Blond slightly higher. 2S10, \$295



21-inch Westland. For quality at a "price"—a combination with powerful AM radio, automatic "Victrola" 3-speed changer and 21-inch television in a rich mahogany finish cabinet. Blond slightly higher. 21T242, \$525



21-inch Sunderland. RCA Victor's *finest*—inside and out 21-inch TV *Deluxe* with extra range and power; superb AM/FM radio and "Victrola" 3-speed changer. Traditional styling; finest mahogany finish. 21T197DE, \$795

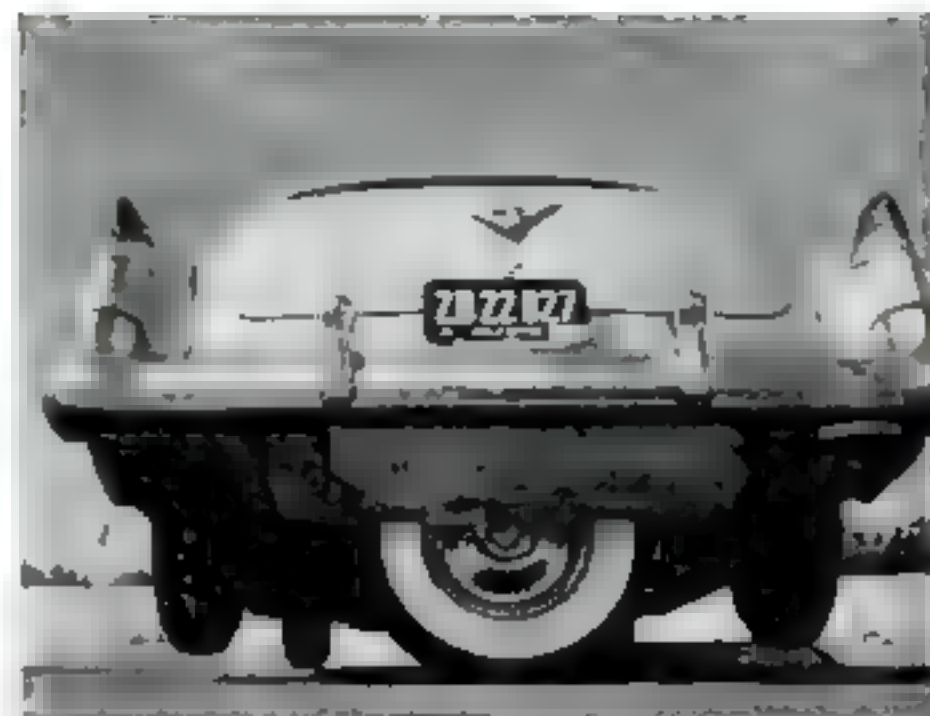
Only RCA Victor offers nation-wide TV service and installation by factory-trained electronic experts of the RCA Service Company. Ask your dealer for details.

For More Comfort... Better Health... Better Living—Get RCA Room Air Conditioning.

Prices shown are suggested list prices, subject to change without notice. Slightly higher in far West and South. Tmks. ©

RCA VICTOR

Division of Radio Corporation of America
WORLD LEADER IN RADIO...
FIRST IN RECORDED MUSIC... FIRST IN TELEVISION



FIFTH WHEEL DOWN, car's rear wheels are off ground. Car can pivot right or left on front wheels.

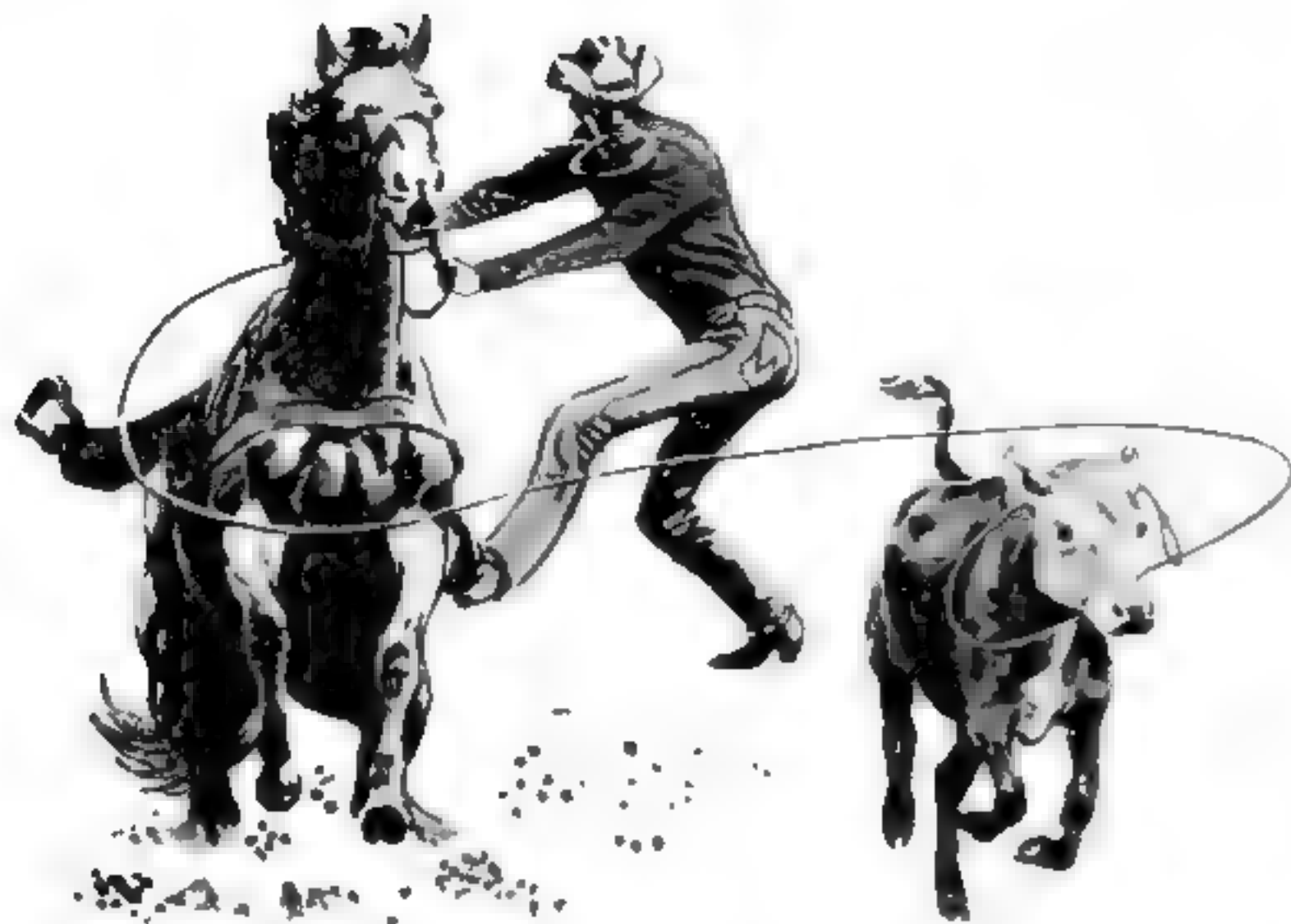
A FIFTH WHEEL MAKES IT EASY

**California inventor parks car
sideways instead of backward**

The old saw, "as useless as a fifth wheel," will disappear from the American scene if a California lumberman, Brooks Walker, can talk auto makers into taking his invention. Walker has a solution for the most perplexing, irksome and fender-bumping maneuver facing today's motorist—how to get a car 12 feet long up against the curb between two parked cars only 13 feet apart. He does it quite easily by putting his front wheels into the curb and then swinging the back end of his car in on a "fifth wheel." Total parking time: nine seconds.

Walker's fifth wheel sits in the trunk. Set at 90° angle to the other wheels, it can be lowered to the road (*above*) and then used as a jack to get rear wheels off the ground. Riding on this fifth wheel, the rear of the car can be swung in either direction. Walker, who is taking his invention to Detroit, says that at mass production rates it would cost about \$175 a car. One big trouble, however, is that the wheel and its machinery take up almost all his trunk space, even in a Cadillac (*next page*).

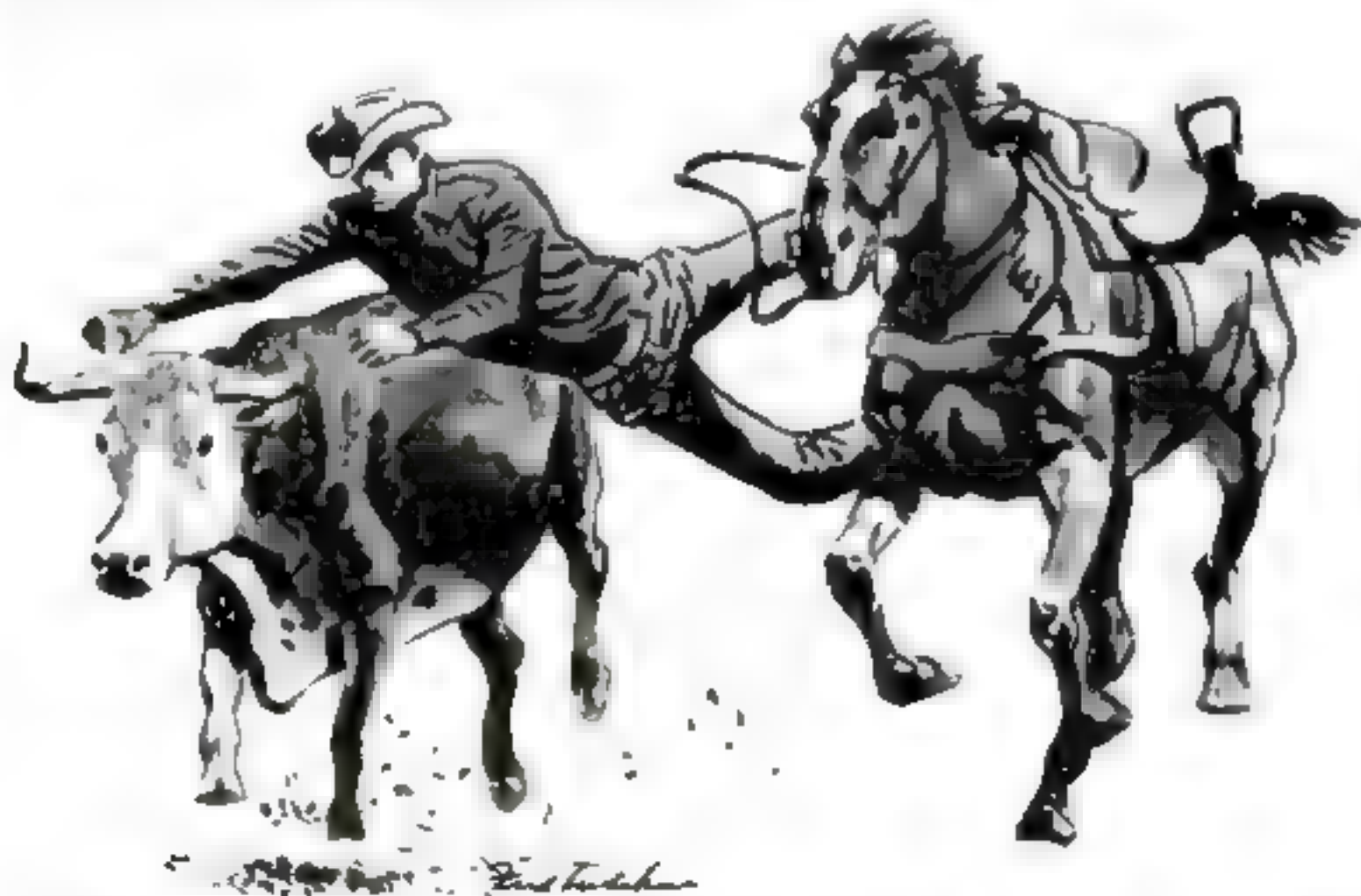
PARKING COMPARISON is made in multiple time exposures at night. At left of street Walker's five-wheel car slips quickly into small space. At right, ordinary Cadillac backs in, needs more space.



WRANGLER jeans, jackets, shirts are built for action. That's why Bill Linderman and Jim Shoulders, World's 1950 and 1949 All-Around Champs*, wear Wranglers. Wranglers are all-around cowboy jeans—snug, comfortable, tough!



WRANGLER WESTERN WEAR is the choice of Gerald Roberts and Todd Whatley, World's 1948 and 1947 All-Around Champs. Because Wranglers are Santorized, they keep their "just-right" fit, and Wrangler jeans' convenient zipper closure won't buckle!



WRANGLERS' rugged 11-oz. denim is made to take any kind of rough wear. No wonder four of the last five world rodeo champions wear Wranglers. They're your best buy too! Jeans for men, \$3.69; youths, \$3.49; boys, \$2.79. Men's jackets, \$3.98; shirts, \$3.69. Women's jeans (8 oz.), \$2.98; girls', \$2.79. **Blue Bell, Inc.**, Greensboro, N. C., World's Largest Producer of Work Clothes.

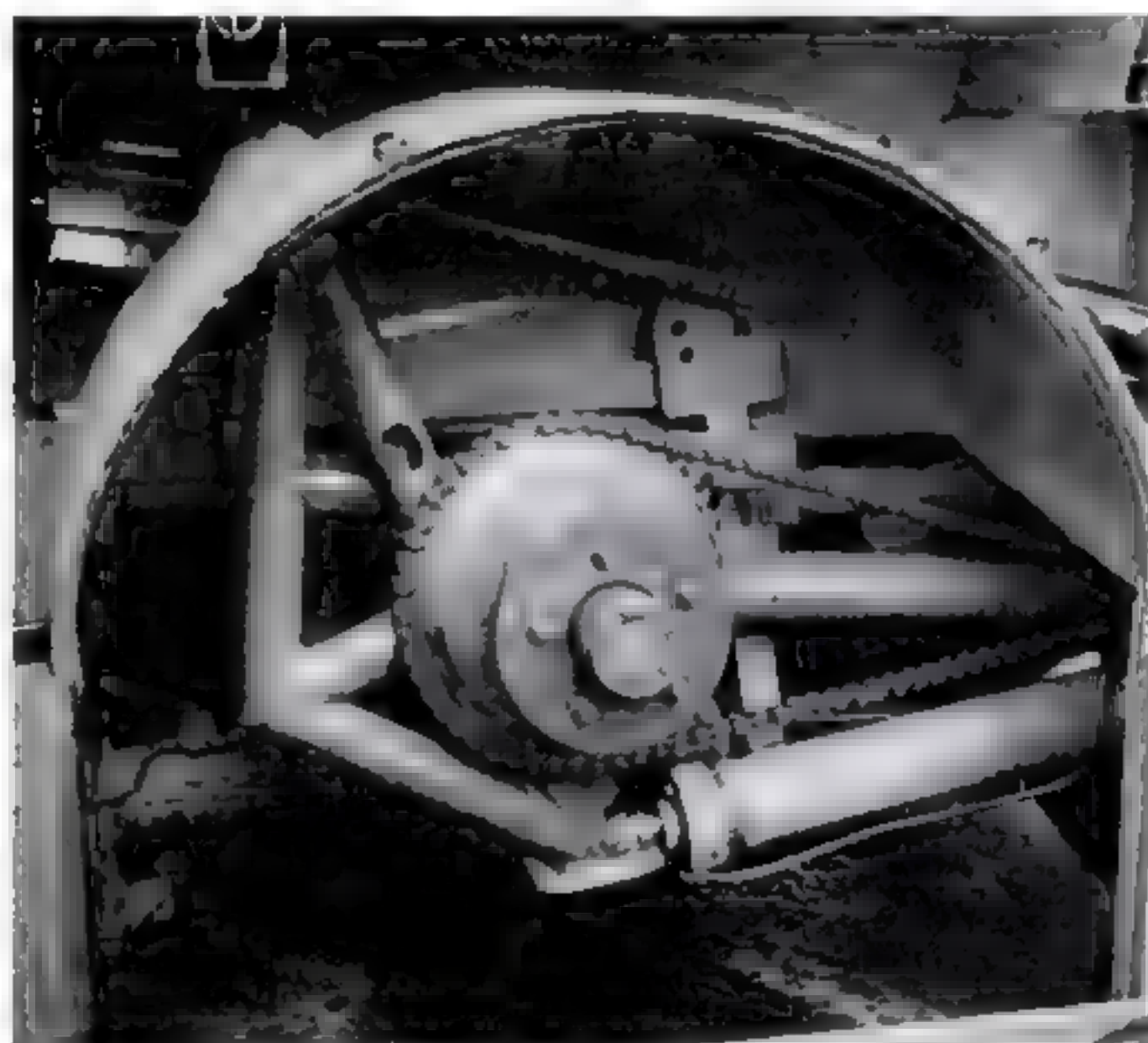
*BCA ratings



Fifth Wheel CONTINUED



FIFTH WHEEL MECHANISM fits into Walker's Cadillac's trunk with no room to spare. Gas tank, normally under trunk, is put in front of rear axle.



CHAIN DRIVE like a bicycle's takes power from the drive shaft and turns wheel after it has been lowered to ground by hydraulic cylinders behind chain.



SIDLING INTO CURB, car is a big attraction for curious San Franciscans who gathered around in such numbers that the cops had to reroute traffic.



...worth being good for

LIONEL TRAINS



There's nothing wrong if your boy seems too good to be true this time of year. It could well mean he's reached that Great Age of Boyhood . . . the Lionel Train age. He is full of a bright and shining dream that's alive with flashing action and the click of rails and the deep whistle of smoke-puffing engines. And that Lionel dream is worth being good for, too . . . For only LIONEL TRAINS match your boy's dream . . . with real R.R. Knuckle Couplers, Die-Cast Trucks and Solid Steel Wheels plus realistic puffing smoke and built-in two-tone whistle. The World's finest for over 50 years.

Stop at your LIONEL DEALER for a free copy of the big new Lionel Catalog. It's the most wonderful, most colorful train book in the world. Take your boy along to see Lionel Trains in action.





THE COVERED WAGONS PAUSE AT JAMES CROW'S DISTILLERY

Many a west-bound Forty-Niner stopped to enjoy a bit of Kentucky hospitality
at Colonel Crow's little log cabin distillery.

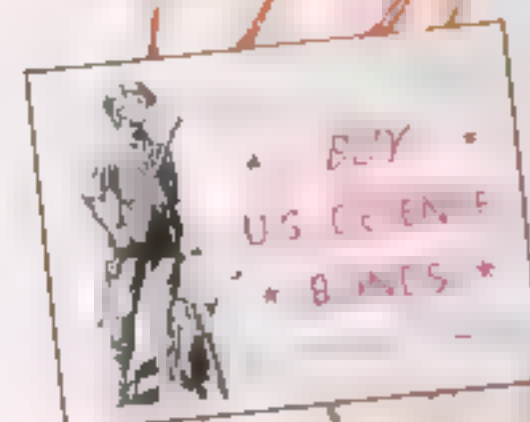
OLD CROW

Kentucky & Straight Bourbon Whiskey

Exacting judges of whiskey still pause for a bit of this fine hospitality—although they may be thousands of miles from Kentucky. For the fame of James Crow's whiskey has spread far and wide since the days of the covered wagon. Wherever you go, those in the know ask for Old Crow.



Among America's Great Whiskies



100 PROOF • THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY



MOPPING UP MILK from floor, Selma Zbar goes about routine of tidying her five-room home.

HANDICAPPED CAN KEEP HOUSE

Gadgets, training restore disabled women to their place in home

Like most of the three million other American women who have been seriously disabled by accident or disease, Selma Zbar (*above*) wanted desperately to go on taking care of her home and family after she lost both legs. Yet how could a double-amputee mop and dust, keep five rooms in order and cook for a husband and two children? Selma Zbar learned how at a training center, run by Dr. Howard Rusk of New York City's N.Y.U.-Bellevue Medical Cen-

ter, that restores handicapped women like Mrs. Zbar and others (p. 129) to the kitchen.

For four months Mrs. Zbar was taught tricks to make hard jobs easy. Then an architect rearranged her kitchen, lowering the stove, changing the shelves. Today she is again mistress of her domain. Last month the man who helped her, Dr. Rusk, got a reward for his work with cripples. He won the Lasker public health award: a gold statuette and a \$1,000 prize.

DR. RUSK SHOWS PARTLY PARALYZED PATIENT A CHEESE GRATER FOR ONE-HAND USE →





Remember?

Get Du Pont
"ZERONE"
REG. U. S. PAT. OFF.
 anti-freeze, today

You pay less . . . "Zerone" is your biggest value in anti-freeze . . . costs dollars less . . . needs only an occasional check-up.

You need less . . . "Zerone" is so efficient that 3 quarts do the work of 4 quarts of most other kinds of anti-freeze.

Made by Du Pont . . . Remember, from Du Pont research you expect and you get the best in anti-freeze.



150th Anniversary

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY



\$1.50

A GALLON—AMERICA'S
 GREAT MONEY-
 SAVING
 ANTI-FREEZE VALUE

(TYPE B) U. S. P. S. RETAIL CEILING PRICE



MRS. ZBAR'S PANS are filed under sink on edge instead of "nested" so they lift out more easily



TOP SHELF in her kitchen cabinet is placed at exact arm's length. Work surface for preparing food is at the correct low height for wheelchair work.



LAP BOARD which clamps onto wheelchair holds her nephew, also serves as tray, desk, cutting board

CONTINUED ON PAGE 120

In the *gentle, gentle* hands of shepherds

...they found

the clue to

gentler shaving

FOR CENTURIES, lords and ladies—returning from pursuit of stag and fox—wondered at the firm, smooth skin of shepherds' hands.

It contradicted common sense. How could these men, tending flocks in chill blasts and scorching sun, have skin so fresh and clear?

And then someone came up with the answer—a mysterious natural substance in the fleece of lambs and sheep acted to prevent irritation in human skin. This discovery has made possible one of the most important steps forward in modern shaving...



Wherever sheep are still handled as they were in Middle Ages, shepherds are known for the smoothness of their skin—a benefit modern man can give his face as he shaves.

Now scientists confirm that discovery, and concentrate 25 times as much of this beneficial substance in a new ingredient—LANOTRATE²⁵—which lets you shave close without irritating your skin.

Chemists at The J. B. Williams Co., studying the problem of providing the best of shaving creams, arrived at a pair of startling conclusions:

1. That plain lanolin was not the answer in shaving creams, since it tends to prevent water from penetrating and softening the beard.
2. That its beneficial ingredients could be separated from the parent compound to impart in active, concentrated form the desired qualities to a shaving cream. This is LANOTRATE²⁵.

Now in two remarkable new Williams Shaving Creams, Lather and Brushless, this active LANOTRATE²⁵ lets you shave close, close, close—morning after morn-

ing—and helps your face to stay fresh as a breeze all day long. With soothing LANOTRATE²⁵—twenty-five times more concentrated than in an equal amount of time-tested lanolin—these Williams Shaving Creams put a triple-threat action to work on the toughest beards:

1. They cut the razor resistance of stubborn stubble in half—for faster shaving.
2. They protect your skin with a lubricant coating, ease the razor across your face—for smoother shaving.
3. They leave active LANOTRATE²⁵ on the face—easily absorbed, to firm and condition your skin for shaves to come.

Choose either of the New Williams Shaving Creams, Lather or Brushless. See what a difference you feel at the first soothing touch of cream to skin... at the first smooth, gliding ride of razor across your cheek. These New Williams Shaving Creams are available now. Buy a tube today!



The secret of gentler shaving is confirmed! "It is well established that men who sort wools in the grease form... develop very soft hands," says F. Eugene Ackerman, President of The Wool Bureau. This soothing, skin-saving benefit has been concentrated and intensified 25 times in these new shave creams.

251 skin specialists acclaim use of new LANOTRATE²⁵*

Registered skin specialists approve the inclusion of LANOTRATE²⁵. Here are typical replies: (Actual letters in our files.)

"Leaves no abrasions, no burning, gives 'soft-skin' feeling following a clean, close shave."

M.D., Waterbury, Conn.
"Excellent for skin; in fact, I do not know a better shaving cream."

M.D., Watertown, Mass.
"I believe it to be a distinct advantage." ... M.D., Boston, Mass.

*LANOTRATE²⁵ is a liquid multisterol extract which is a non-ionic, surface-active agent. The active factors are free sterols and related compounds.

Special Introductory Offer

Buy either Williams Lather or Williams Brushless Cream. If you don't agree that this new cream is what you have wanted for years, mail us the partially used tube and we'll send you your money back, plus postage.

Charles S. Campbell PRES.
THE J. B. WILLIAMS CO.
GLASTONBURY, CONN.

Exclusive in Williams

LANOTRATE²⁵



LANOTRATE²⁵ is also available in New Williams Instant Lather, the "pushbutton" shave.

"Together Forever for Lasting Loveliness"

Feature Lock

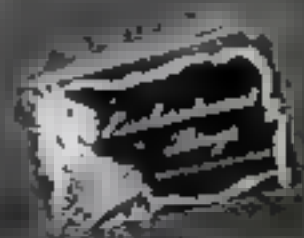
interlocking

DIAMOND RINGS



no twist, no shift, diamonds
always in perfect position

Give your diamonds the settings they deserve—
FEATURE-LOCK Diamond Rings cost no more
than ordinary rings, add so much more beauty.
Exquisite **FEATURE-LOCK** styling and finish
actually reflect greater diamond brilliance.
Made by the world's largest manufacturer of
Diamond Engagement and Wedding Rings.
At better jewelers, priced from \$350-\$5000 the set.



Write Dept. L1117
FREE Booklet
"Lockmaster of Rings"



Rings enlarged
to show detail

FEATURE RING CO., INC., 136 WEST 44th STREET, NEW YORK

Handicapped CONTINUED

OTHER PUPILS ARE ONE-HANDED



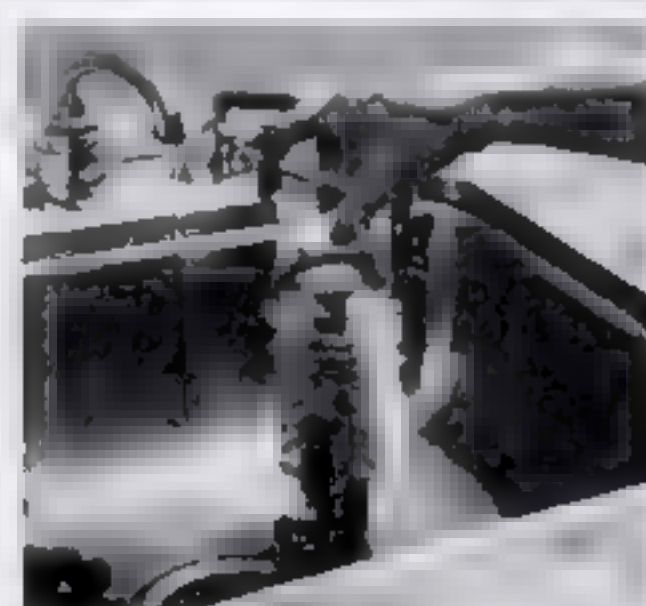
PEELING A POTATO one-handed is easy for Dr. Rusk's patients. A nail is set in board to spear potato, hold it while the peel is pared away.



BREAKING AN EGG starts by gently cracking shell. Two fingers are placed on each end of egg, then moved apart to divide shell's halves.



ROLLING DOUGH for biscuits with one hand requires rolling pan with several small rollers mounted in circular frame and handle on top.



WASHING A GLASS is simplified by vertical brush held in the sink by a suction cup. Dishes are left to drain dry and are not wiped.



BEND-FREE BROOM and dust pan is recommended for most handicapped women by Dr. Rusk's clinic, which is part of the Institute of Physical Medicine and Rehabilitation. This brush and pan set, similar to those used by movie house ushers, requires only one hand, also offers some cane-like support.



Loaded with Joy!

Whether you prefer to send holiday greetings

that are jolly as Santa's own great warm smile,

or quietly beautiful as the story of the very first

Christmas, you'll find your thoughts perfectly

expressed in quality box assortments

of joyful

GIBSON Christmas Cards

...so they'll know you sent the very finest

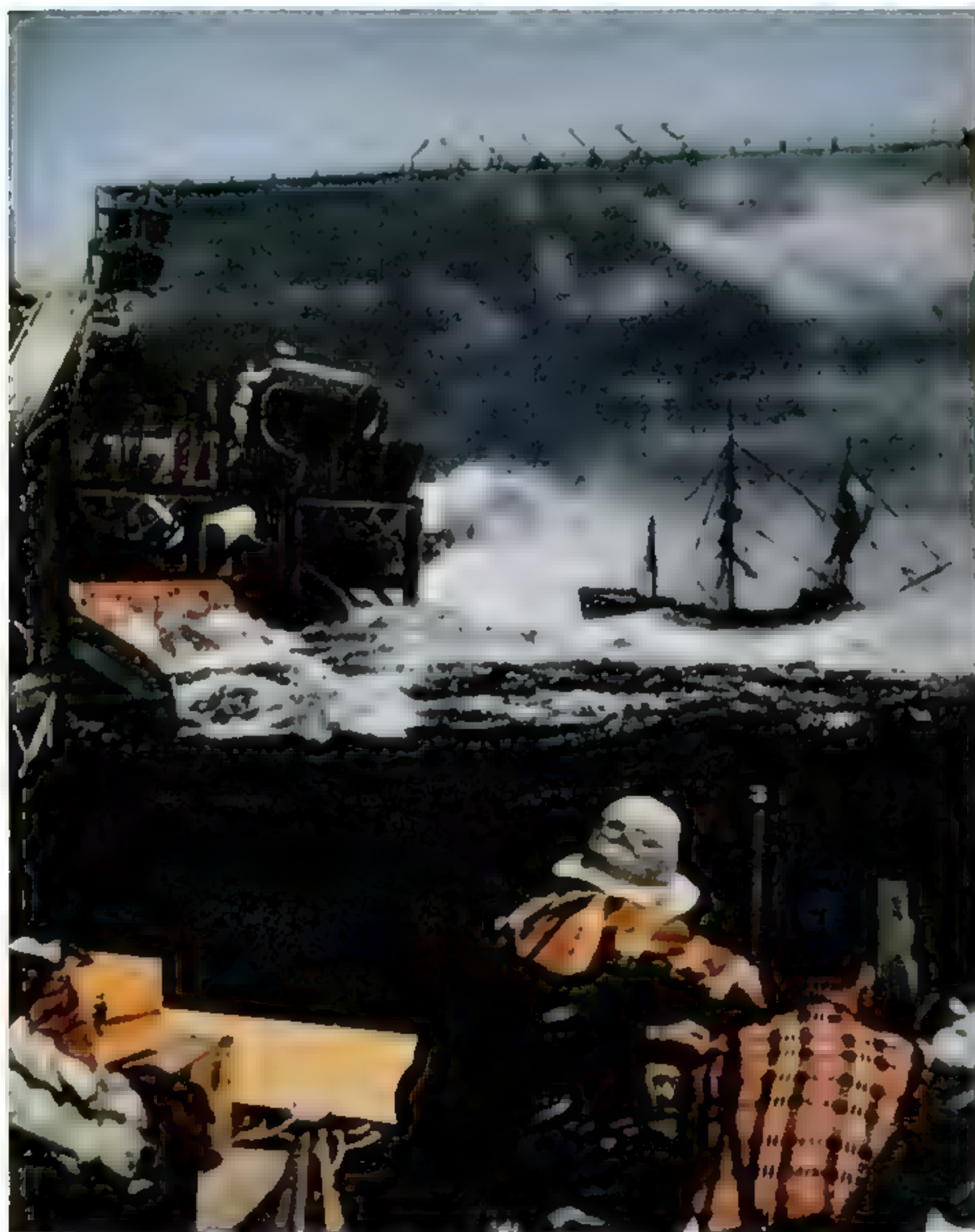
THE GIBSON ART COMPANY • CINCINNATI, OHIO • Publishers since 1850

Boxes of 12 to 25 cards
59c to \$1.20... now at
better stores everywhere.
Slightly higher in Canada.



FULL-SCALE MAYFLOWER, floating in a 90-by-90-foot tank on an M-G-M sound stage with 73 mem-

bers of the cast on board, is as near a likeness to original vessel as months of research could make it.



MINIATURE MAYFLOWER, one eighth the size of full-scale model, runs into stormy weather in another tank as machines powered by airplane engines beat up waves. Painted sky drop is 328 feet long.

MAYFLOWER'S WAIST, also reproduced in full scale, is mounted on hydraulic rockers, tosses frothily surrounded by wave machines (left), wind machines (right) and canvas-covered camera (center).

Storm Over 'Mayflower'

IT RAGES IN MINIATURE



"They were encountered many times with cross winds and met with many fierce storms with which the ship was shrewdly shaken," wrote William Bradford leader of the Pilgrim fathers in his account of the voyage of the *Mayflower* in 1620

If there is one thing Hollywood knows how to do well, it is translating words like that into fast-moving images which will keep theater audiences sitting up with their eyes popping. On these pages LIFE gives a rare look at some of the action on the lot that goes into the making of such images. When M-G-M decided to do a movie called *Plymouth Adventure*, which takes place mostly on board the *Mayflower*, its technicians went confidently to work. Researchers began poring over old records and studio technicians

built replicas of the *Mayflower*, guaranteed complete and authentic down to the last astrolabe and hand-stitched sail. For the miniature model a whole little crew of electrically operated dolls was manufactured, able to pull in ropes and set the sails. For the terrifying 15-minute storm scene which is the film's high point, machines churned up the water in three giant pools. Four large pumps, capable of pouring forth 40,000 gallons a minute, spewed water across the *Mayflower's* pitching deck. An impression of driving rain was created when a man sprayed a fire hose into the slip stream of the wind machines. The total hubbub was so awesome that actors and even *blaté* technicians from other productions stopped work and came to gape when M-G-M unleashed its great push-button tempest.

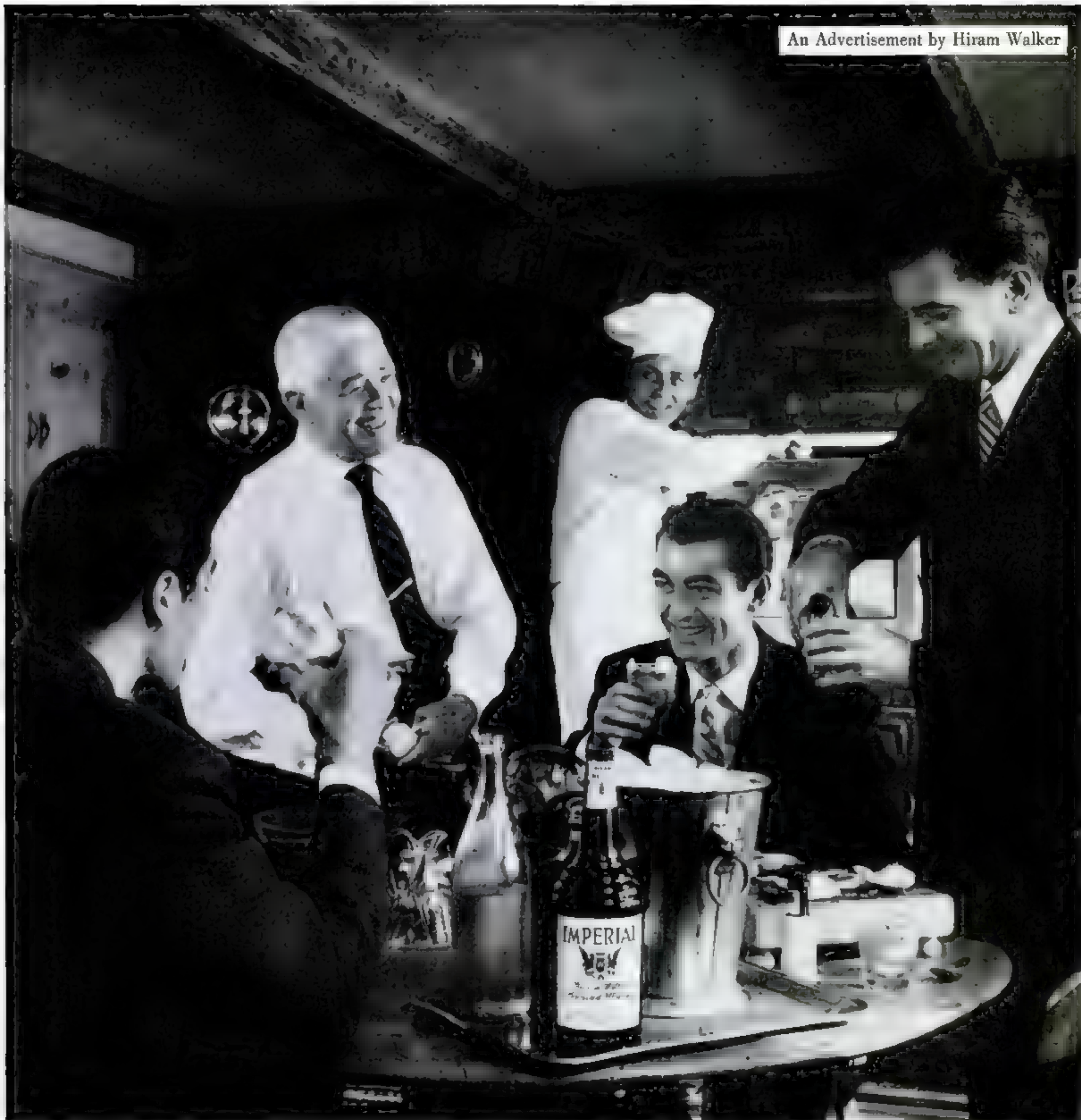




STORM-TOSSED MINIATURE is manipulated by ropes around the middle which are being pulled on by the four cranes. The ship is on the deck of the vessel

are outlets through which air and water were pumped at high pressure to provide a sense of the storm and the peril of the ship. The ship is on the deck of the vessel

An Advertisement by Hiram Walker



THEY COOK THIS MEAL ONCE A YEAR

The senior partners take off their coats and take over in the kitchen for this event. It's the annual get-together of the junior and senior partners at the boss's home. While one oversees the Porterhouse, the head man himself passes around drinks made with a remarkably smooth whiskey called Imperial.

Men like these—people like you—have, by their preference, made

Imperial one of the very largest selling whiskies in America.

The reason for this, we believe, is the way Hiram Walker makes Imperial: using great skill and care to keep it always mellow and good-tasting.

Isn't it time *you* tried Imperial, too?

JUST TELL THE MAN YOU WANT IMPERIAL

BLENDING WHISKY. 86 PROOF. 70% GRAIN NEUTRAL SPIRITS. HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

SOME FRUITS OF RESEARCH



CAPTAIN MILES STANDISH, familiar to readers of Longfellow's poem about his courtship, instructs Pilgrims in method of firing 17th Century muskets. His matériel and techniques were rigorously authenticated by a high-powered battery of M-G-M researchers who worked on *Plymouth Adventure*.



BRADFORD'S BRIDE, wife of the governor, drowned in Provincetown Harbor at the end of the voyage. Since historians do not know reason for the death, M-G-M's scriptwriter made up one. Movie has her commit suicide after falling in love with the odious captain of the *Mayflower* (Spencer Tracy).

CONTINUED ON PAGE 139

The new plastic bandage CURAD[®] stays on—even in soapy water!

WATERPROOF AS YOUR SKIN. Do your dishes or washing—your CURAD won't come unstuck. Won't get soggy or gummy, either. And it washes clean as you wash your hands.



NEW CURAD plastic bandage looks neat and new like this for *days*. Thin as paper—so it *fits* like your skin even on knuckles and knees. Elastic—so it *moves* with your skin.



OLD-STYLE cloth bandage soon gets dog-eared, stained, and comes unstuck. Not a CURAD—it's *plastic*. Has no cloth to catch dirt or ravel. Leaves no sticky mess. Outlasts three old-style bandages!

doesn't just cover germs — fights 'em!

Only CURAD has the
amazing new germ-fighter,
Futacin[®]-Tyrothricin



In the green-and-white package
ECONOMY SIZE 69¢ • REGULAR SIZE 39¢

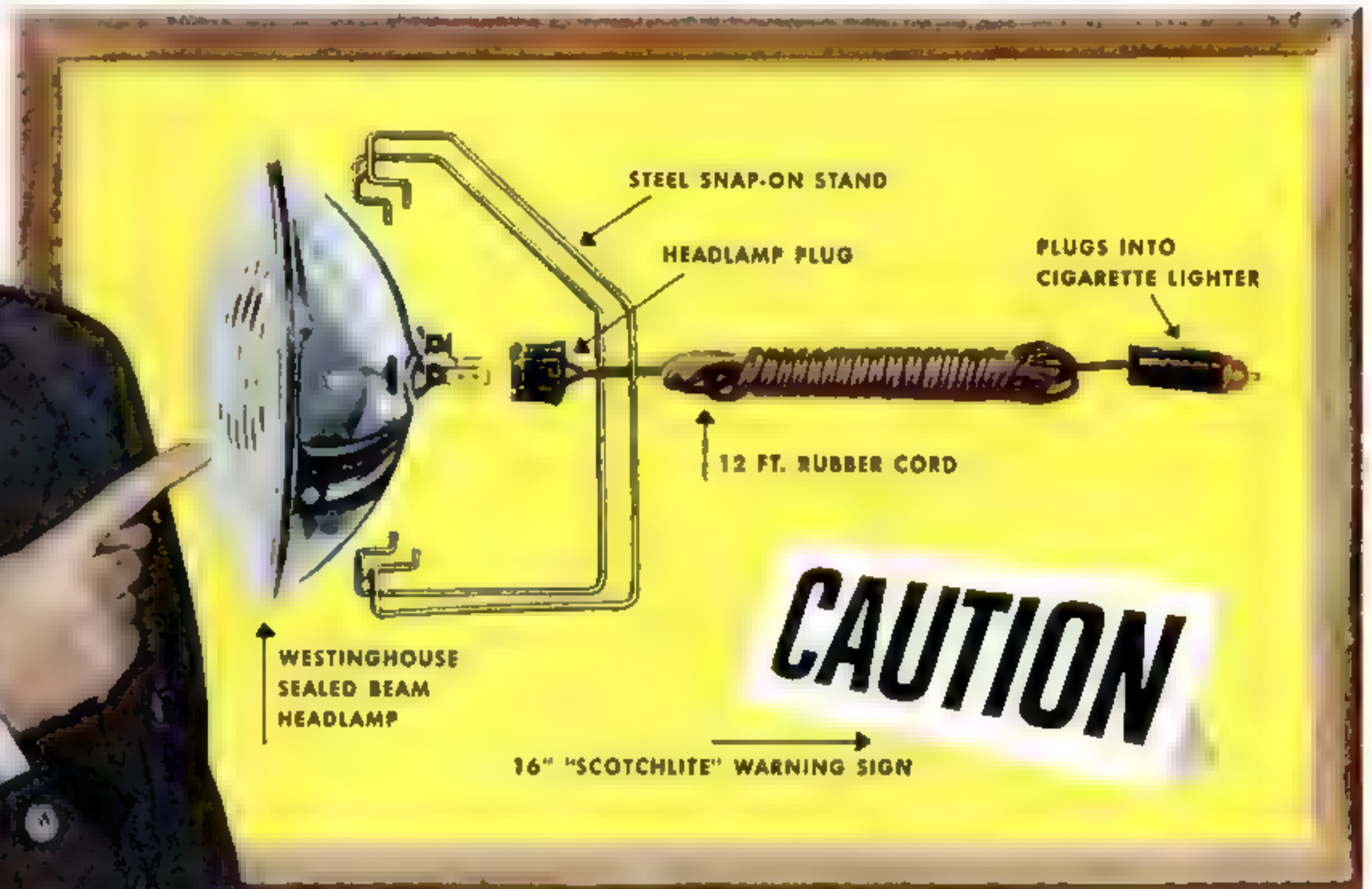
(BAUER & BLACK)

Division of The Kendall Co.

*Eaton Laboratories brand of Nitrofurazone

New Highway Safety Kit

"Every car on the road at night should carry this kit"



SPARE HEADLAMP—"Driving with one light is illegal and dangerous. If a headlamp burns out, or is broken while you're driving at night, you can replace it with the Westinghouse Sealed Beam Headlamp in your kit."



BRILLIANT LIGHT—"Making repairs on a dark highway is difficult without good light, dangerous to you and your family. The Westinghouse trouble light throws such a brilliant beam it serves as a warning light while you work."



CAUTION SIGN—"Poor visibility, or a turn in the road may prevent other motorists from seeing you in time. The kit's 'Scotchlite' CAUTION sign warns them. It reflects 90% of all light hitting it."

YOU CAN BE SURE...IF IT'S

Westinghouse

Tune in TV's top dramatic show
... WESTINGHOUSE STUDIO ONE
every week on CBS-TV.



Complete Kit
ONLY \$3.49 Includes Fed. Tax

AND IT'S GOOD FOR A DOZEN USES. It's perfect for camping, as a spotlight for reading road signs, and many more. Get yours now at any leading chain or independent gas station, auto accessory store, and garage. \$3.49 is a small cost for night safety.

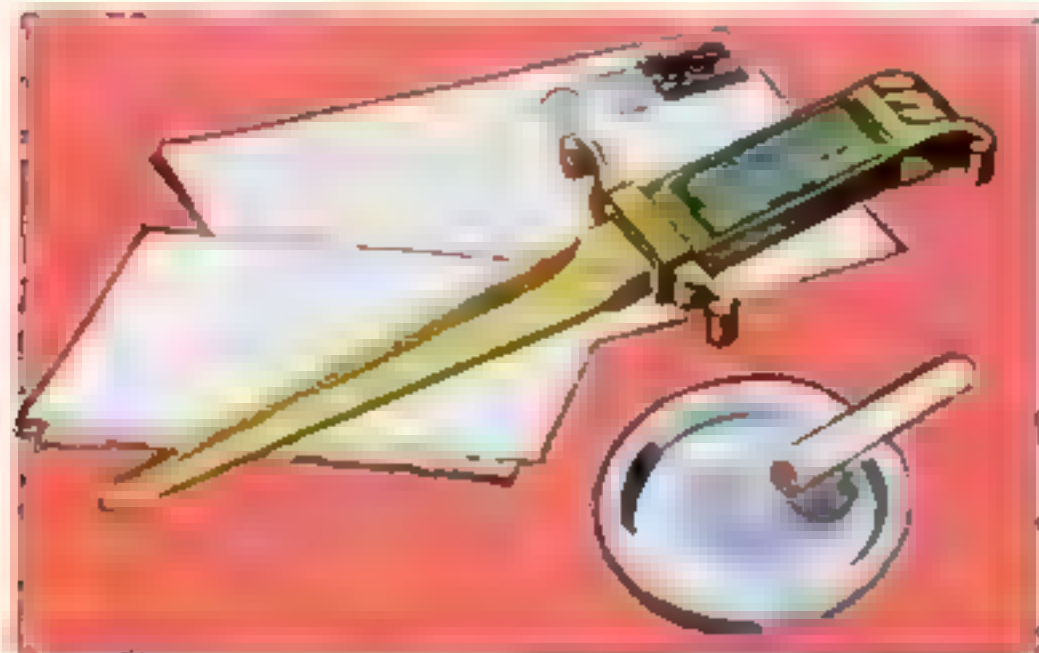
UNMISTAKABLY ASCOT!



Ascot alone has the flair for drama that transforms a cigarette lighter into a prized possession. Witness the Pagoda Set, so "unmistakably Ascot" in its distinctive design. Give an Ascot —

the gift that says, "From one person of discernment to another." **THE PAGODA SET**, above, in ebony black, jade green or Orient red colors, with four golden ash trays, \$15.95* Lighter alone, \$13.95*

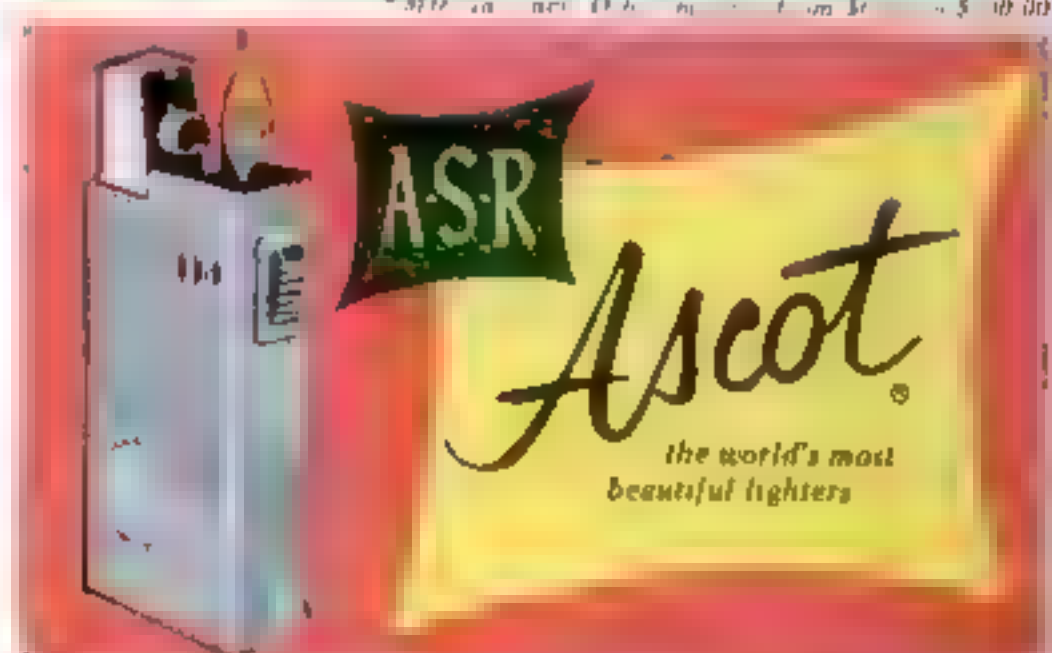
*Suggested Retail Price. Price subject to change without notice.



NEW! FLORENTINE DAGGER LIGHTER BY ASCOT Gift-packaged in dramatic display case or sleekly in metal or contrasting shades. Black or lustrous onyx or jade green color. \$13.95*



NEW! OLYMPIA BY ASCOT Classic beauty and grace of the 19th century. Max. fuel 27 or 170 cc. Extra large fuel capacity. \$15.95* a new low price for an A of time lighter!



WINDPROOF BY ASCOT Handsomely styled in chrome or plated or ribbed chrome. Features built-in wind screen and extra fuel capacity. \$15.95*

MAYFLOWER CONTINUED



DAWN'S EARLY LIGHT

Playing a small but prominent role in *Plymouth Adventure* is a 22-year-old English starlet named Dawn Addams. M-G-M, which considers her a fine example of the "high-toned type," has cast her in three minor pictures previously and expects that this one will launch her on a brilliant big-time career. In *Plymouth Adventure* she plays Priscilla Mullins, the best known of all the Pilgrim ladies because she said (in Longfellow, not in real life) "Why don't you speak for yourself, John?" to John Alden when he came courting for Captain Miles Standish. In the movie, which gives her very few lines to say, she has little more to do than to take a bath (right) and get herself rescued by John Alden from the sweaty embraces of a brutish member of the *Mayflower's* crew.

PRISCILLA AND FELLOW PILGRIMS PUT CLEANLINESS NEXT TO GODLINESS →





RADAR ANTENNA ON A TELESCOPE MOUNT "LISTENS" TO SOUND FROM SPACE AS VISIBLE STARS CIRCLE SKY, FORMING STREAKS OF LIGHT IN THIS 90-MINUTE TIME EXPOSURE

RADIO ASTRONOMY

Celestial sounds reveal invisible stars and new facts about the sun

Mingled among the visible stars in our galaxy and beyond are strange, huge objects that cannot be seen and might never have been detected if they did not make a curious cosmic "noise." These are the "radio stars," which emit a faint " hiss" that is picked up by radio receivers. The first man to become aware of them was K. G. Jansky, who in 1932 began investigating mysterious noises from space which hampered radio reception. Nearly 100 radio stars, whose exact nature still is unknown, have been located and the study of celestial sounds, which is reshaping man's idea of the cosmos, has become a new science called radio astronomy.

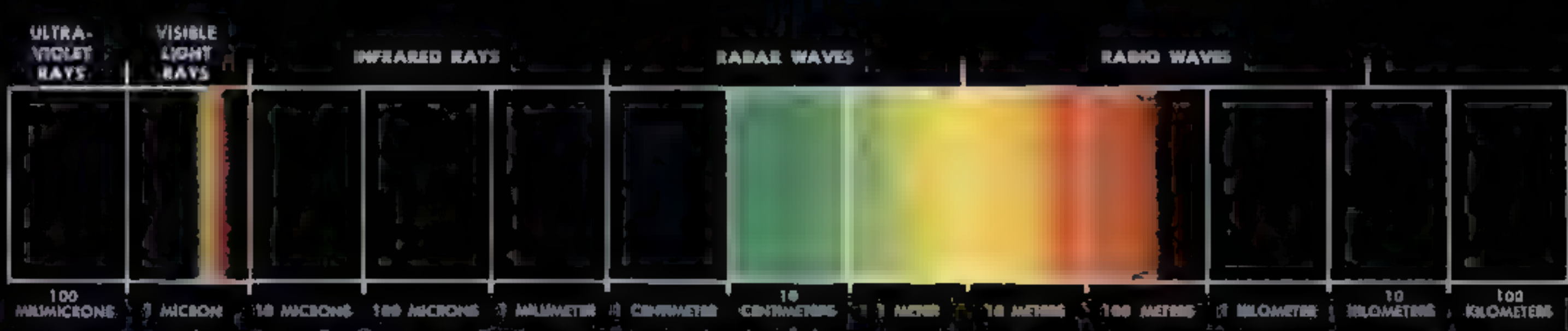
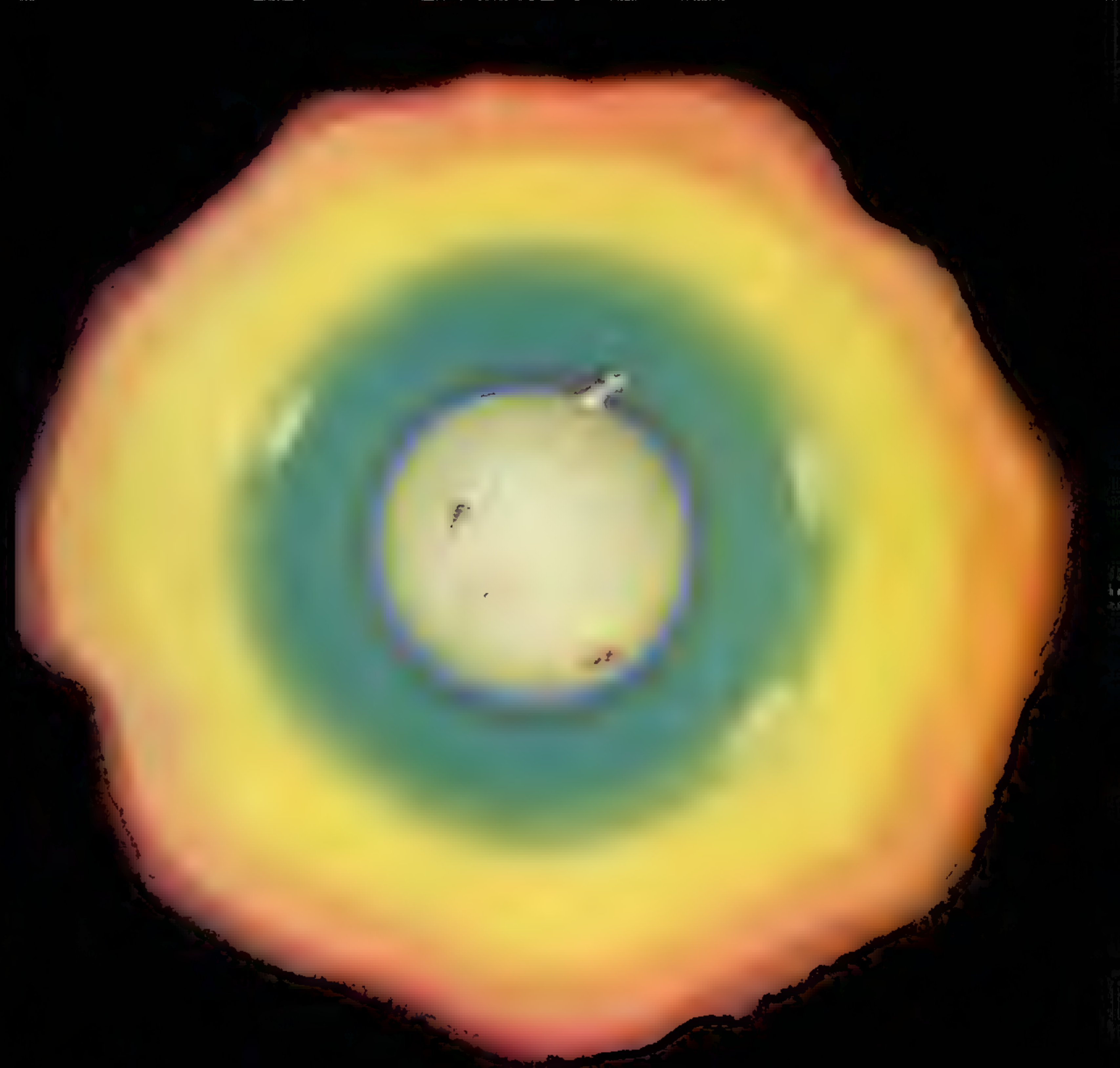
Scanning the sky with wire nets (*above*) and other odd antennae (*pages following color*), astronomers found that all stars, including

our sun, radiate a variety of energy waves. Shorter waves are invisible ultraviolet light. Slightly longer waves are seen by the human eye as light. The longest waves emitted can be translated into sound by radio receivers, or "radio telescopes." Some sound comes from ordinary stars. But the strongest noise comes from the radio stars, which seem to be masses of gas radiating up to 100 billion times as much long-wave energy as the sun. Possibly they are whorls of gas that eventually will condense into great glowing bodies like our sun.

Radioastronomers have also discovered that gigantic clouds of hydrogen atoms are drifting about in our galaxy, emitting a steady "hum." They are so tenuous a matchboxful of space in the clouds would contain but six or seven

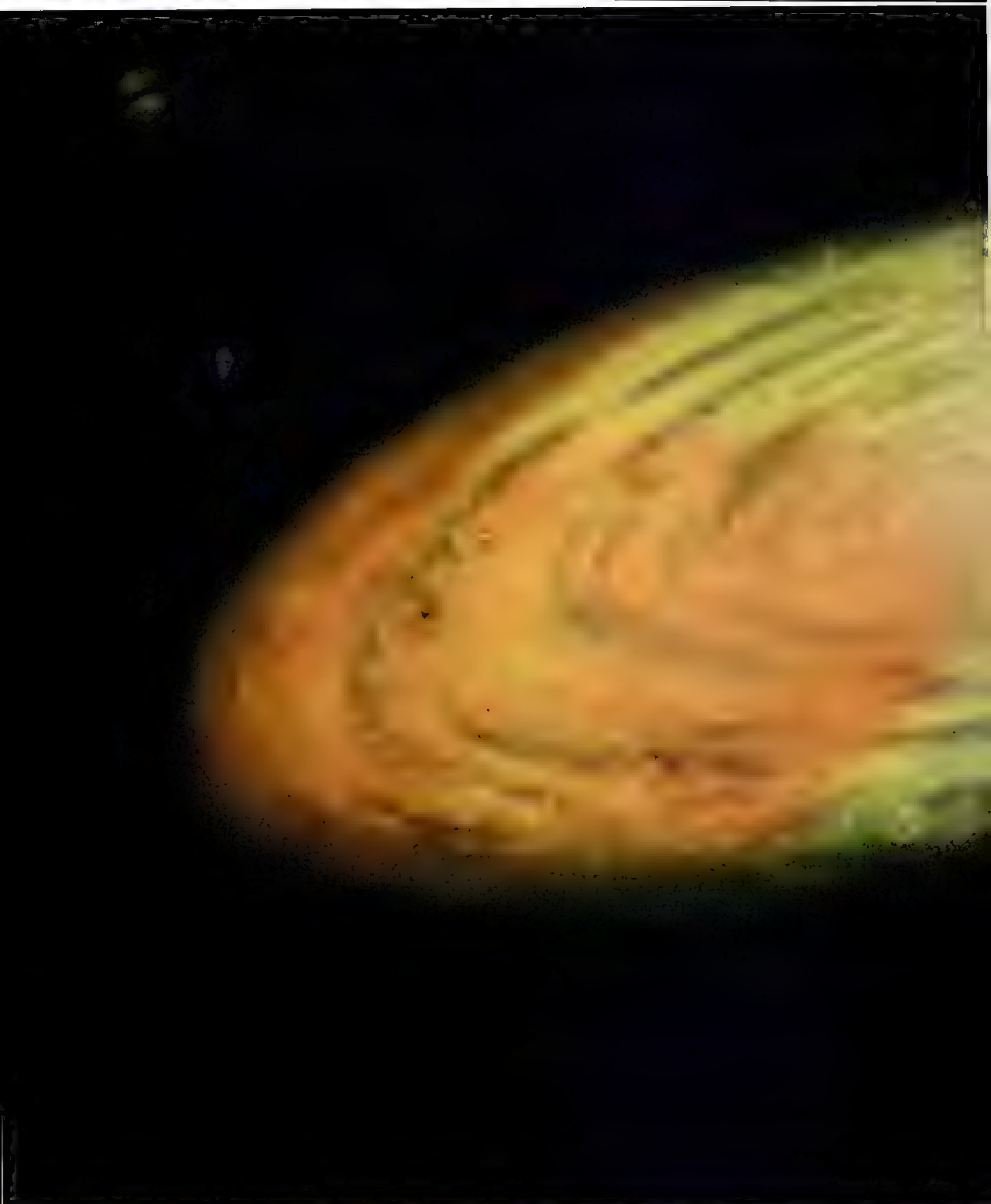
atoms. Yet the clouds' total mass equals that of all the stars in our galaxy.

Some radioastronomers have turned their radar scanners out toward the distant reaches of space and have picked up sounds that seem to result from wild collisions between entire galaxies. Others have focused on the sun. It makes a steady noise which rises to crashing crescendos when solar storms, sunspots or other outbursts occur. Analyzing the sun's sound, radioastronomers found that the fiery sphere man sees is surrounded by six even hotter gaseous envelopes which bombard the earth with radio and radar waves. How this furious emission would appear to human eyes if they could see the radiation in terms of colors is shown in the painting on the opposite page.



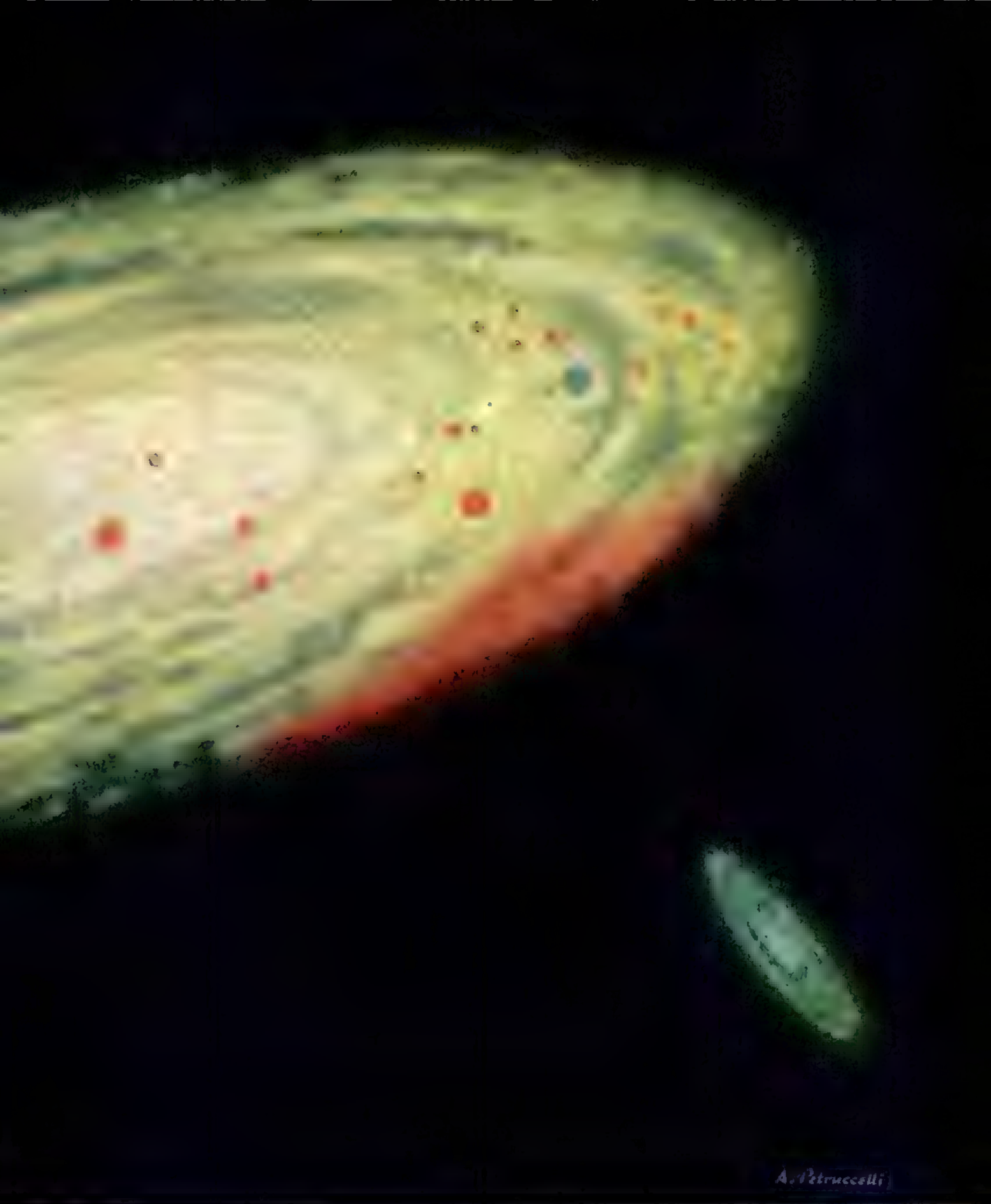
RADIO-EYE VIEW OF SUN depicted in painting shows how it would look if human eyes could perceive the radar and radio waves it emits and record them as different colors according to their different wavelengths. The energy radiated by sun varies in wavelengths from ultraviolet to radio

waves (spectrum diagram), but only narrow range is normally visible. Thus man sees only inner white-hot sphere of sun's substance. But to radio eyes which could also see longer wavelengths (middle of spectrum) sun would be surrounded by vividly colored concentric spheres of outer atmosphere.



THREE SPIRAL NEBULAE, our own galaxy (*center*) flanked by Andromeda (*lower right*) and the galaxy named NGC 5128 (*upper left*), are shown in this painting which includes not only visible stars but also some which have been detected by "radio telescopes" alone. The various colors used in this painting indicate the

different kinds of stars. Stars shown in green are those which are both heard by radio telescopes and seen by human eyes or standard light telescopes; the areas in red are those which have only been heard, never seen; stars in yellow are those which can be clearly seen but only faintly heard; and the orange stars, such as



A. Petruccioli

those on the side of our own galaxy farthest from the earth, have neither been seen nor heard but are assumed by astronomers to exist. Our sun appears here as a small green dot located in the right hand section of our galaxy, near the larger green spot which represents an exploded star, the Crab Nebula. By plotting the

positions of the radio stars on their sky maps, astronomers have been able to determine several new details of our galaxy's shape, adding to it a previously unknown extension that is flung out into space from the edge of the great spiraling disc (right, center), similar to those seen trailing from the edges of other galaxies.

CONTINUED ON NEXT PAGE



OBSERVING THE SUNRISE, a radio telescope antenna atop 240-foot cliffs near Sydney, Australia faces out across Pacific to intercept radio waves emitted by sun.

A 15-foot parabolic shell of wires, it is set near sea so it can detect radio waves that bounce from water's surface as well as those that come directly from sun.



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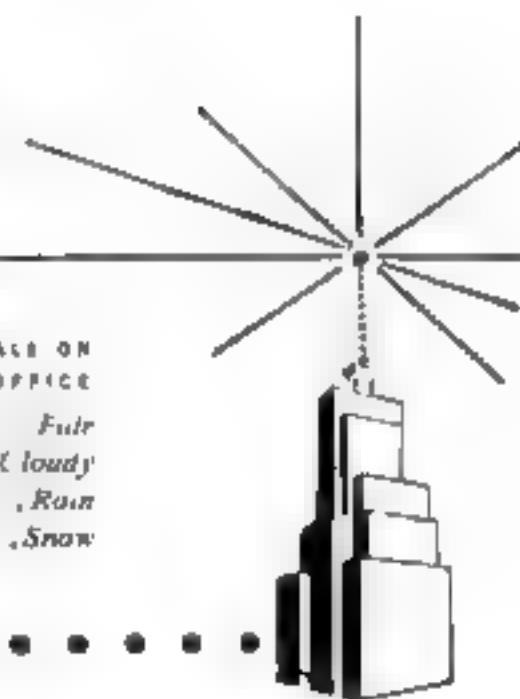
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• State.....
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AN 800-FOOT ROW OF RADIO TELESCOPES, EACH A SIX-FOOT METAL SHELL, IS SET AT EDGE OF AN AUSTRALIAN RESERVOIR TO CATCH RADIO WAVES COMING FROM THE SUN

NEW 'EARS' ARE HUGE AND COSTLY

The unusual scientific excitement stirred up by the radioastronomers' discoveries can be judged by the hurried construction of new receivers. Five years ago most radioastronomers had to use common military radar sets obtained from war surplus. Today more radio telescopes than

conventional light telescopes are being built, many of them huge installations. The greatest of all will be a \$950,000 giant (*p. 138*) that can both send and receive, making it possible to bounce signals off nonradiating bodies like Mars to measure its exact distance from Earth.

One pay-off the equipment should soon produce is a precise map of the extensions on our galaxy's rim (*pp. 132, 133*). This will tell whether the great starry spiral is unwinding or winding tighter, giving the first solid clue to our galaxy's dynamics and thus, perhaps, its fate.



SAUCERLIKE ANTENNA, a 50-foot aluminum dish recently installed at Naval Research Laboratory, Washington, D.C., can swing to track sun across the sky.



TV-LIKE ANTENNA measures size of radio stars by analyzing radio star signals that bounce off ocean along with those signals that strike the antenna directly.

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RADIO ASTRONOMY CONTINUED

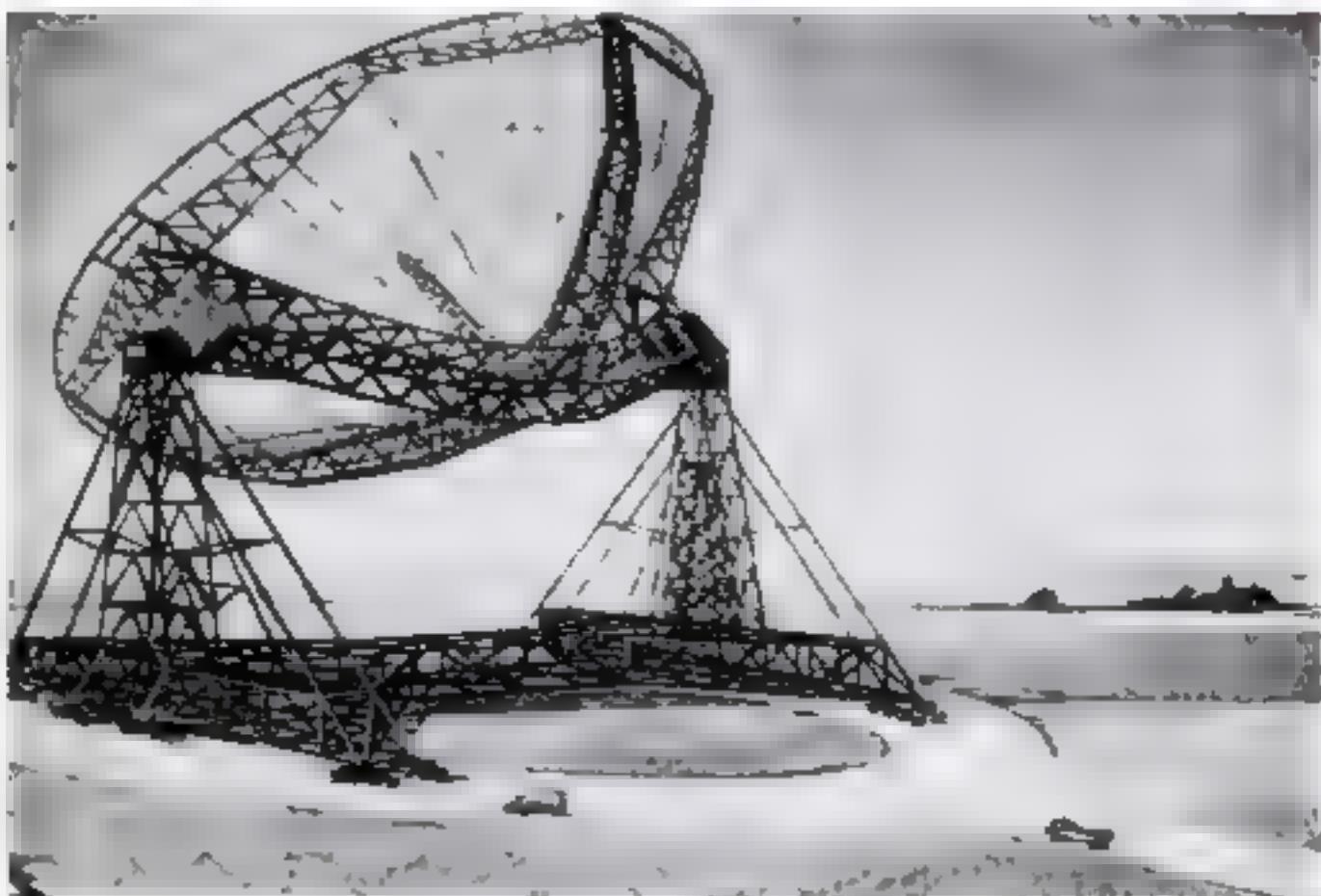


PIONEER RADIOASTRONOMERS who located the hydrogen clouds are Edward M. Purcell (left)—who last week won a 1952 Nobel Prize for work in nuclear physics—and H. I. Ewen (right), here meeting with Australia's E. G. Bowen. Striped flask is crude model showing earth's tilt away from plane of our galaxy.



AIR EXPERT Martin Ryle of Cambridge University has proved that moving clouds of electrons in upper atmosphere of the earth cause variations in noise from radio stars, is now studying effect of cosmic noise on human radio broadcasts.

GALAXY EXPERT Hendrik van de Hulst, professor at Leiden University, Netherlands, measured length of extensions reaching out from the edge of our galaxy, proved that they contain exceptionally large numbers of the great hydrogen clouds.



LARGEST RADIO TELESCOPE, shown in this drawing, is being built for \$950,000 near Manchester, England under the direction of A.C.B. Lovell, one of Britain's most eminent radioastronomers. A 1,270-ton, 250-foot-wide shell of wires, it will be able to pick up signals impossible for other receivers to catch.

**"DUBBLE BUBBLE
TASTES REAL GOOD"**

says
Julie
Payne



JULIE PAYNE, 11-year-old daughter of John Payne, famous motion picture star, says, "It's fun to chew Fleer's Dubble Bubble Gum. It tastes real good, and blows bubbles easy! I like to read the funnies on the wrappers, too!"

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CONTAINS
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THIS AMERICAN, A DECADE LATER, SHOWS WIFE WHERE HE LOST HIS HEART TO THE HIGHLANDS IN WARTIME

Britain Revisited

EX-G.I.s RETURN WITH THEIR
WIVES FOR ROMANTIC HOLIDAY

To the good people of Inveraray in Argyllshire the Yank's face looked familiar. But it wasn't until a 17-year-old boy shouted "Any gum, Chum?" that the others recognized him, too.

"Welcome back, Sergeant!" "How's your game of darts these days?" "So this is the girl whose photo you used to show us!" So go reunions in England, Scotland, Wales and North-

ern Ireland as ex-G.I.s return with their wives for a peacetime look at the wonders that fascinated them - eight, nine, ten years ago.

Biggest surprise? The amazingly *low cost* of the holiday—as little as \$14 a day per person. This excludes trans-Atlantic transportation but includes a car to take you around. See your Travel Agent and Come to Britain now!



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HEROES OF EARLIER WARS chat warmly with visiting Americans of another generation at Chelsea.



EX-G.I. RETURNS with wife to Bideford Bay. Britain's famous beaches were out of bounds during the war.

For full information and free literature see your Travel Agent or write British Travel Association, Box 1A, 336 Madison Ave., New York 17

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The day she came into your life it didn't seem like school at all.

There you were cooped up in class again, and summer was gone, and the new books looked hard, and everybody said, *Boy, wait till they give you Long Division*. You should have felt scared and miserable — but you didn't. For the first time ever, you were GLAD to be in school.

And the reason for it all was something about the new teacher.

She was sort of pretty, but that wasn't the main thing.

It was more that she was happy. She seemed glad to be there, and glad that you were there. When she called on you to recite, she listened as if you were teaching *her* something. It got so you could even talk to her about important things, like she was a person and not a teacher at all.

She wasn't ever yelly or mean. If you started clowning, she'd stop and wait, and the other kids would shut you up because they wanted to hear what she was saying. Then she'd look at you, not angry, just a little disappointed, and you felt worse than if she had bawled you out.

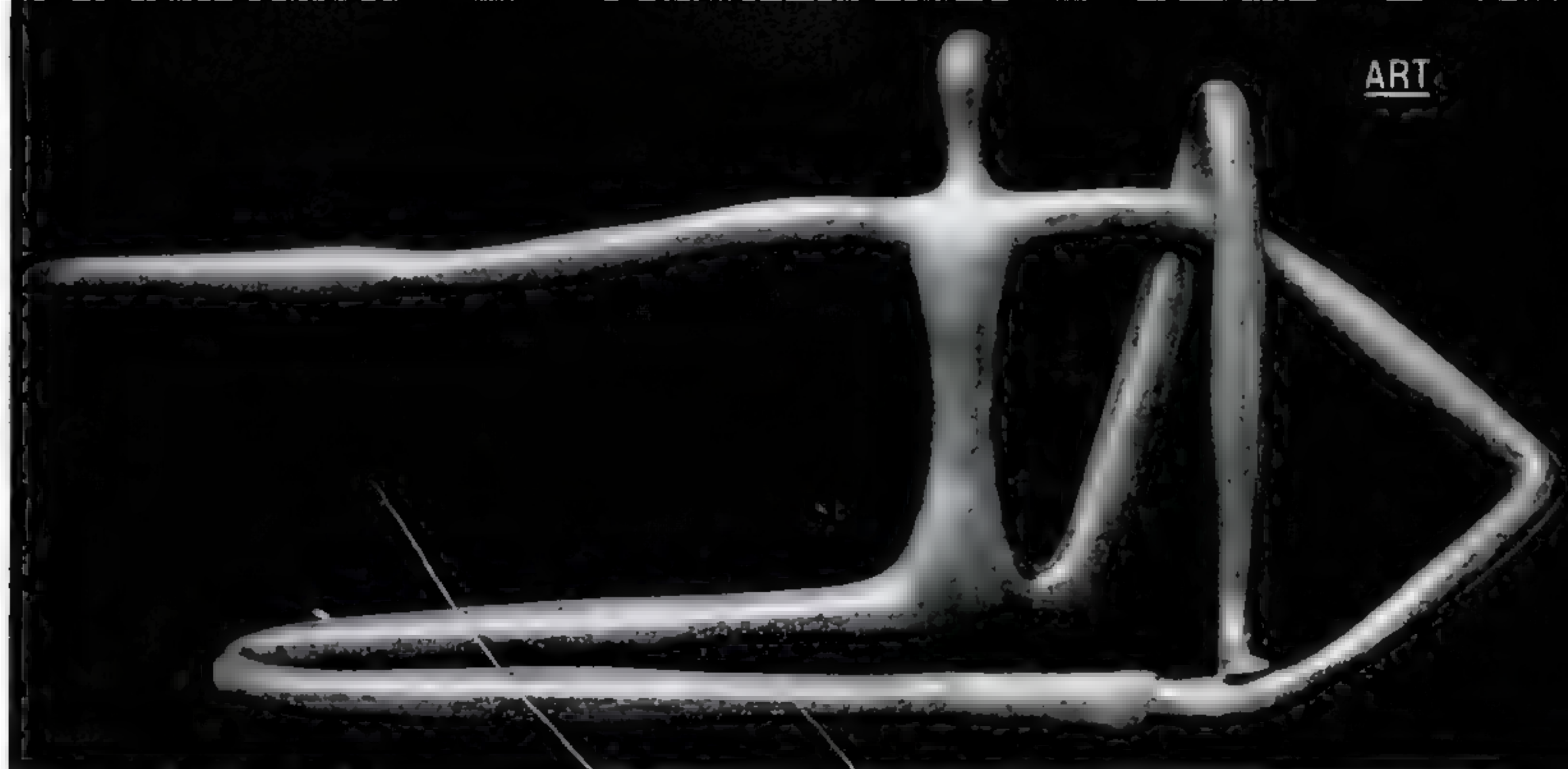
School went quickly that year. By the time summer came again, you had read all those hard books (what was hard about them?), you were doing Long Division (baby stuff), and you felt bigger, steadier, more sensible than ever before in your life.

Years later you went back to see her. She remembered your name, and seemed proud to hear how well you were doing. You looked at the new pupils in their little chairs, reminding you how small and helpless you had been once . . .

In everyone's life there is this woman whose name we may have forgotten. She is the Nice Teacher, who began our real education by letting us discover for ourselves the lightness and the weight of freedom. You can find her in any American school today, still as young as you remember her, and sort of pretty, and never yelly, and never mean.

John Hancock

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"ESPALIERED FIGURE" SITS LIKE A YOGI CONTORTIONIST IN A LANGUID BUT LIMBER POSITION. THE SCULPTURE IS MORE THAN 3 FEET LONG, CAST IN BRONZE



CALLERY MODELS LIFE-LIKE STATUE OF HER DOG.

Stretched Statues

Mary Callery creates a limber and long-limbed art

Mary Callery started her career as a sculptor at the age of 12 modeling a chubby bear cub out of clay. In 1930, as an art student, she went to Paris where she carved out full-blown, round-bodied nudes. But after she came back to the U.S. in 1940 something happened. "I started stretching out the figures," she explains, "without much thought of whether I was overdoing it or not." As her statues grew taller and taller, their limbs became more attenuated, until she was creating

figures as slim as spaghetti and as flexible as India rubber men—figures which defied with graceful nonchalance the rules of human proportion and contortion. Though the statues were often bizarre, critics described them as "bizarre" and "whimsical" with "a human flavor." Moreover the statues sold. This month Mary Callery, a tall and robust woman of 49, is having her fourth exhibit at one of New York's top art galleries which is tagging her work at top prices—\$100 to \$3,000.

WEATHERED BY THE ELEMENTS, 4-FOOT-LONG BRONZE FIGURE FLOATS IN AIR WITH THE GREATEST EASE OUTSIDE THE SCULPTOR'S HUNTINGTON, L.I. STUDIO



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First prize—a brand new 1953 Plymouth Convertible! The next five prizes are new Plymouth Sedans. Hundreds of big cash prizes. See your nearby Plymouth dealer for entry blanks and complete details. The contest closes midnight Monday, November 24.

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The Sixth Grade

Classful of children at an eager, precocious age takes happily to 'progressive' teaching methods

PHOTOGRAPHED FOR LIFE BY ALLAN GRANT

When he gets to sixth grade age, a child is at the most eager and precocious intellectual stage of his young life. Anxious to soak up new facts and proud to show off his newly acquired knowledge, he alternates mercurially between brash responsiveness and complete, quiet absorption.

These sudden changes and yearnings make sixth grade classes a challenge to educators. In Miss Warner's sixth grade class at Saddle Rock school in Great Neck, Long Island—as in most grades in most good public schools—the challenge is met by whole-

hearted use of "progressive" methods. Parents who are visiting schools this week, which is American Education Week, are surprised at how much things have changed since they went to school—changed in what the pupils learn, how they behave in class, even how the classrooms are arranged. Most have not realized to what extent progressive methods are now taken for granted. But they have to admit that the pupils pick up an extraordinary amount of learning. How this is done in Miss Warner's sixth grade class is shown on the next eight pages.



CLASS AND ITS TEACHERS



THE BOYS pose for portrait. They are (front row, left to right): Dick Freeman, Frank Lrv, Richard Liberthson, Irwin Ackerman, Richard Kraver; (second row) Stephen Mitchell, David Tucker, Kenny Miller; (top row) Sheldon Nasar, Robert Gulwin, Peter Hammond, Hermann Jacobs, Richard Oshun and Martin Heflan.



THE GIRLS are (front row, left to right): Edythe Marcus, Adrienne Werner, Nona Bleetstein, Barbara Miller; (second row) Lucy Simon, Janet Patrox, Sandy Puro; (top row) Kathy Davis, Sue Bernstein, Andrea Fortunoff, Annie Garlick, Doris Schulte. Average class age is 11. Day's schedule is at left end of blackboard.



TEACHERS who work with Grace Warner's class are as follows: (front row) Miss Warner, who is home-class teacher and is with class most of the time, School Principal A. M. Atwan; (second row) teachers in home living, boys' athletics, girls' physical education, science, arts and industrial arts; (third row) helping teacher, librarian, vocal music, instrumental music; (top row) speech correction, psychologist, nurse, psychometrist (special testing), oral hygiene teacher.





WEATHER VANE is assembled by Adrienne Werner as friend steads cross bar. Only after installing it did they discover they had reversed East and West.

← **CHUNK OF ROCK** is held by Miss Warner in geology lesson where class is learning that the rocks they have studied contain feldspar, mica and quartz.

DESK GROUPING is according to work needs. In foreground pupils work on spelling books. In background teacher helps out group in reading practice.



DANCING PRACTICE is led by Music Instructor Max Irvin, who teaches class a folk dance to go with

a Swiss song called *From Lucerne to Regas Fair*. Girls (background) prouette more skillfully than boys.

'INTEREST-CENTERED' CLASS

Great Neck's brand of teaching revolves around what is called the "interest-centered" classroom, which is really another name for progressive education—a term educators shy away from using because of the controversy it always arouses. This method is based on the fact that a child who is interested in what he is studying will understand it better and remember it longer. It is the teacher's job to get the student interested in what he is supposed to learn. If she cannot arouse any interest, she will have to devise a way of teaching it to him anyway.

Miss Warner starts each morning by discussing with the class what they will do that day. The schedule is likely to include such varied subjects as weather reporting (left), a current events discussion, music and dancing instruction (above) and art work (below). Many of the activities sound much more like play than work, and the class is often unaware that

while it is having fun planning a vacation drive across the U.S. it is actually being drilled in the fundamentals of geography. Or that in baking and eating an apple pie (following pages) it is really getting an exercise in arithmetic.

The "interest-centered" method works well at Great Neck partly because the community has one of the best school systems in the state. It has good teachers, good equipment, relatively small classes and an actively interested community. Teachers at Saddle Rock are well trained (almost all have B.A. degrees, half have M.A.s in education) and well paid (\$3,100 to \$7,200 a year). They have the use of movie projectors, well-stocked libraries, tape recorders. Classes average 25 pupils (Miss Warner's has 26). In the past five years Great Neck's citizens have voted \$10 million in bond issues to build new schools. Saddle Rock, a \$2 million structure, was completed only two years ago.

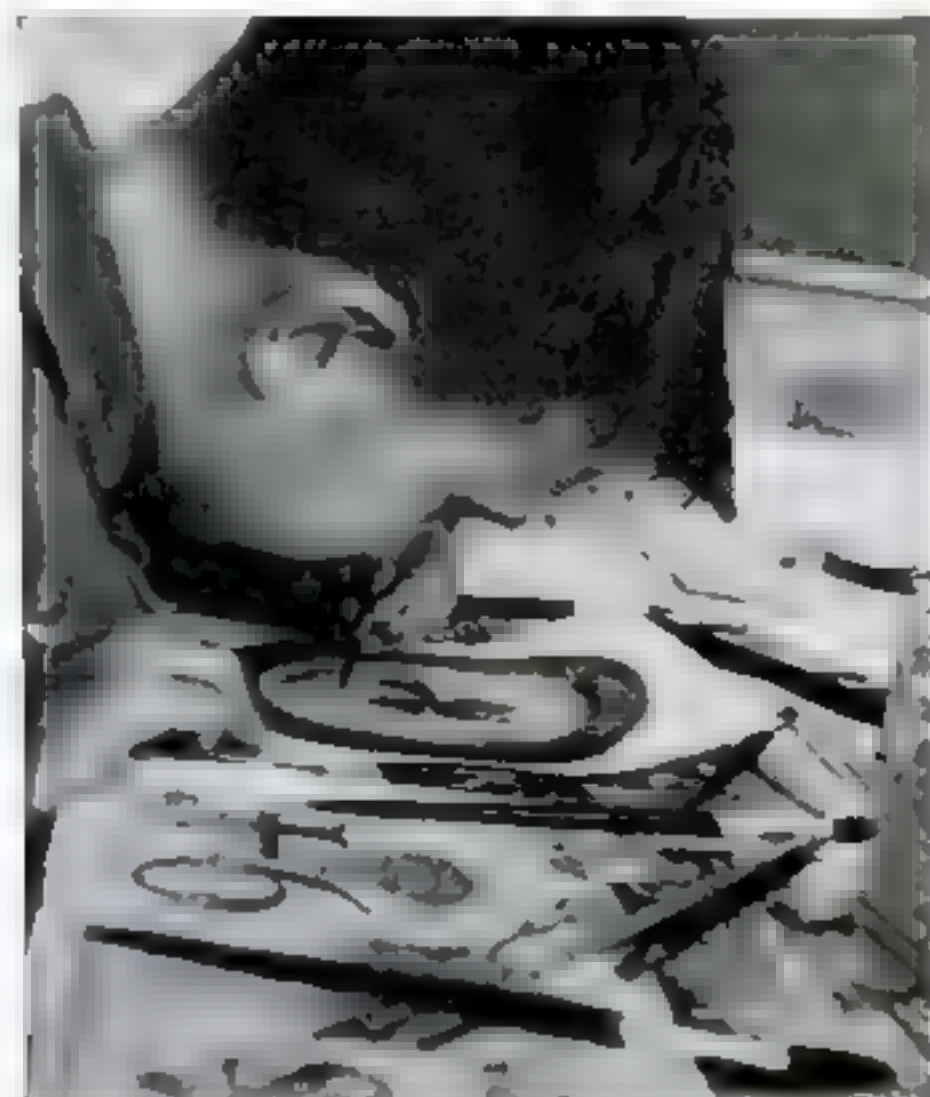


PLATE DESIGN, in ceramics work, absorbs Richard Oshins. Class is learning about pottery, glazing.

PIES AND ARITHMETIC

By the time pupils get to the sixth grade at Saddle Rock, they have more or less mastered the three Rs. They move into new fields—solving small scientific problems or judging ideas and current events—and they review and reinforce the things they have already learned. Miss Warner is especially ingenious in finding new ways for her pupils to go over old subjects. Recently, running the whole gamut of weights, measures and fractions in one problem, she used apple pie as an aid in arithmetic.

She came to class on a Monday morning with a bushel of apples and asked the class what it would like to make out of them. Pies and fritters, said the class, and set itself to work figuring quantities, recipes and cooking time. After an initial miscalculation, which made it necessary to go out and get some more apples to finish off the fritters, the cooking was successfully completed. All through the process the class was painlessly drilling itself in arithmetic and in the end everything tasted fine.



PIE PROJECT BEGINS with review of measures. Holding peck and quart baskets, Miss Warner asks how many pecks in bushel, what fraction of bushel is pint.

INTO OVEN goes one of the pies. Other girls deferred to Barbara Miller who had baked before. The school's Home Living class has stoves and sinks.



BEFORE CUTTING the pies, Miss Warner asks the class how many eighths there are in a whole, how many eighths in a half, how many eighths in three fourths

COMPLETED PIE is inspected. "Look," says Frank Ury, "there's a hair." "It is not," replies Barbara Miller with indignation. "It's just a piece of Brillo pad."



THE RECIPE is increased. Lucy Simon figures how many teaspoons of cinnamon to use for 20 portions.



DOLING OUT FLOUR. Irwin Arckerman scrutinizes cup as Richard Oshins and Frank Ury advise.



LIFTING CRUST after rolling it, Barbara Miller gets ready to place it on pie filling and pink the edges.



of a whole. Class ended up making five pies which they cut into eighths, making 40 servings. This was enough for class. Miss Warner and several other teachers.



EATING PIE. Sue Bernstein slows expectant surprise (top), bliss, then disgust (bottom) as she fears she might have gotten the piece with steel wool in it. In offering a piece to the school office staff one of the girls said, "I hope it won't poison you."



BOOK REPORT by David Tucker misspelled "excitement." Teacher explains when a verb's final "e" drops.



HELP IN ARITHMETIC is given Janet Patrox after school. Janet's special weakness is in not understanding the concept of numbers. She sometimes does figuring by rote. Miss Warner drew diagrams to help explain fractions.



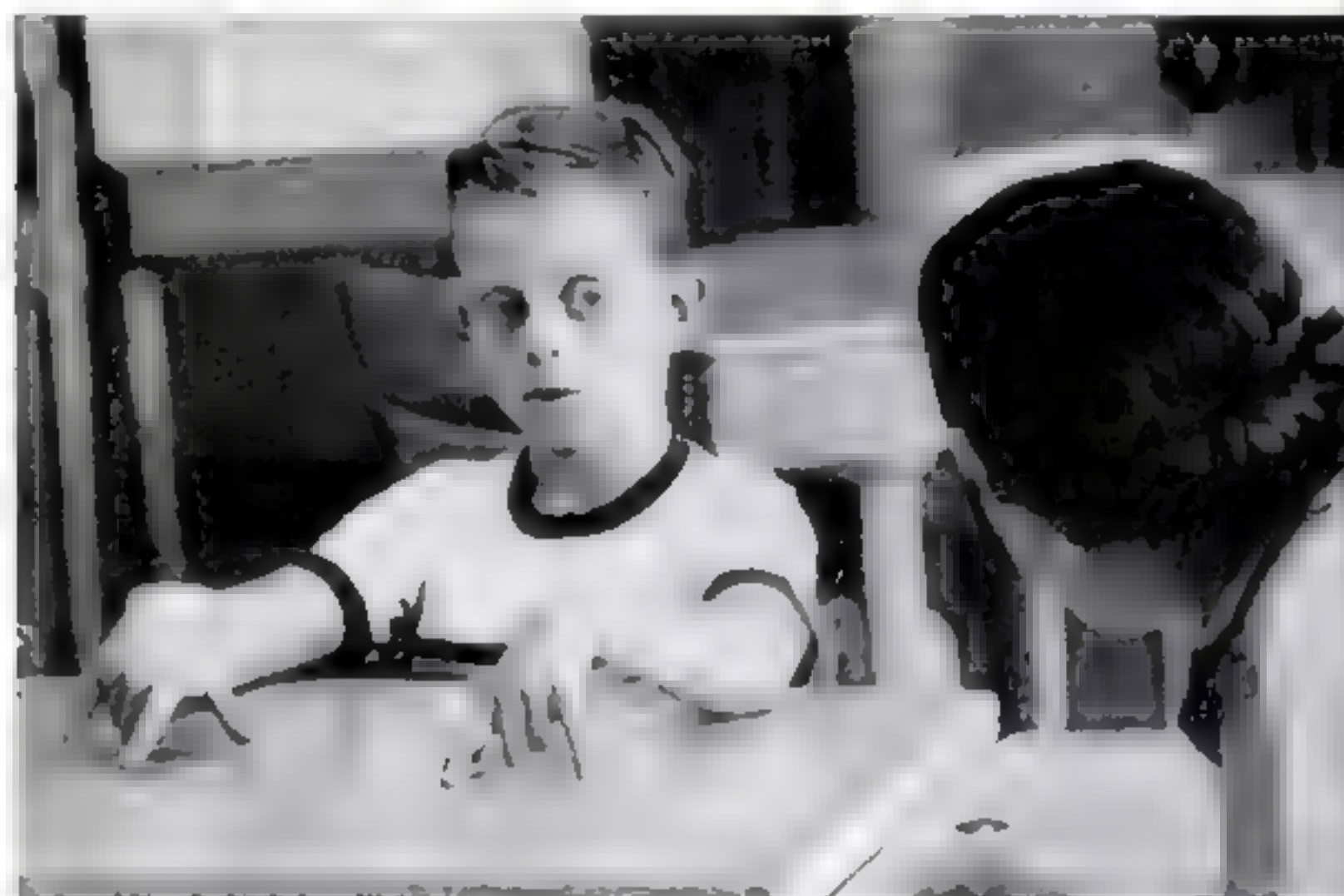
SOCIAL STUDIES report written by Richard Oshins on history of chinaware is corrected by Miss Warner.

STUDENT PROBLEMS, TALK WITH MOTHER

Underlying Saddle Rock's teaching system is the principle that all children are different, that they mature at varying rates, and that they should not be judged by arbitrary standards. Miss Warner's pupils are continually being tested—they even test themselves by proofreading each other's book reports and correcting each other's arithmetic—but their report cards list no As and Bs. Instead a card ranks a pupil in relation to



DICK FREEMAN SMILES BASHFULLY AT TALK WITH MOTHER AND TEACHER



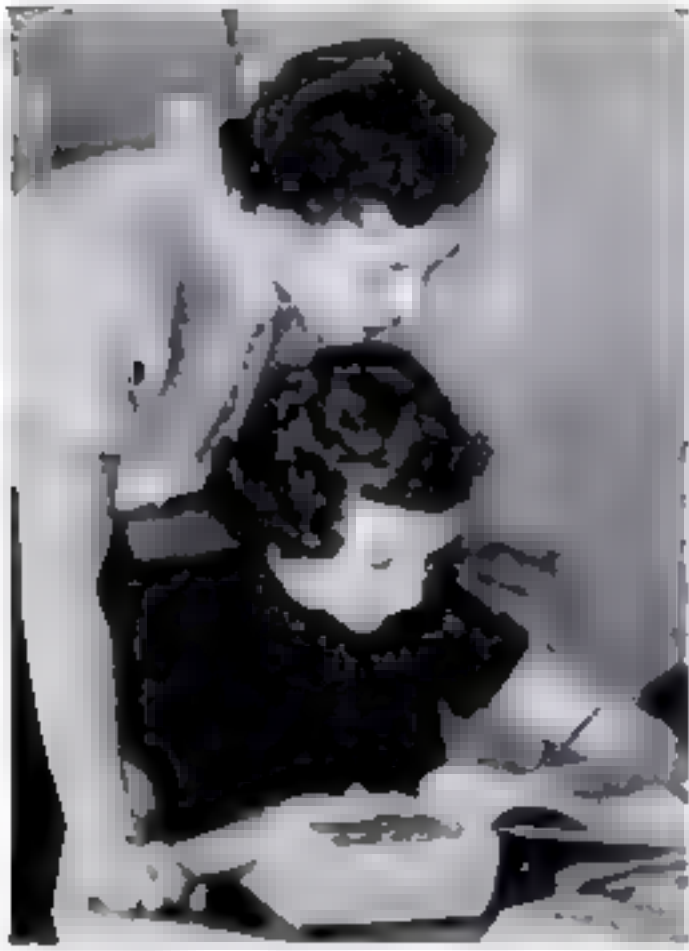
"I KNOW I'M DOING BETTER THAN I DID LAST YEAR," DICK TELLS TEACHER



"I'M BETTER AT ORGANIZING MY WORK NOW, AND ALL THE OTHER STUFF"



SAYS MISS WARNER, "DICK'S TOO SHY ABOUT ASKING QUESTIONS IN CLASS"



GEOGRAPHY is prepared by Andrea Fortunoff. Miss Warner rarely sits at her desk, usually wanders among pupils.



DISCIPLINE is meted out to Martin Hefan, who wore cap in class. Miss Warner made him stay afterward and write on "places where a boy does not wear a cap." Boy who laughed when Martin was discovered had to stay in too.



GRAMMAR is problem for Richard Liberthson. He had used singular subject with a plural verb in book report.

what is expected of him personally. It is not unusual to have in the sixth grade a pupil whose work is only at fifth grade level; he is given special work and is expected to catch up sooner or later. Everyone (including the brightest students) gets individual attention (*above*).

The fact that a pupil's home life influences his schoolwork gives special importance to the semiannual conferences which Miss Warner holds

with parents. This year, because she already knows her pupils well (she taught them last year in fifth grade), Miss Warner is asking the pupils to sit in on these conferences. When Dick Freeman was confronted by the two most important women in his life (*below*), his fidgeting hands betrayed his initial nervousness. But half an hour later, when the conference ended, he whispered confidently to another boy, "It isn't so bad."



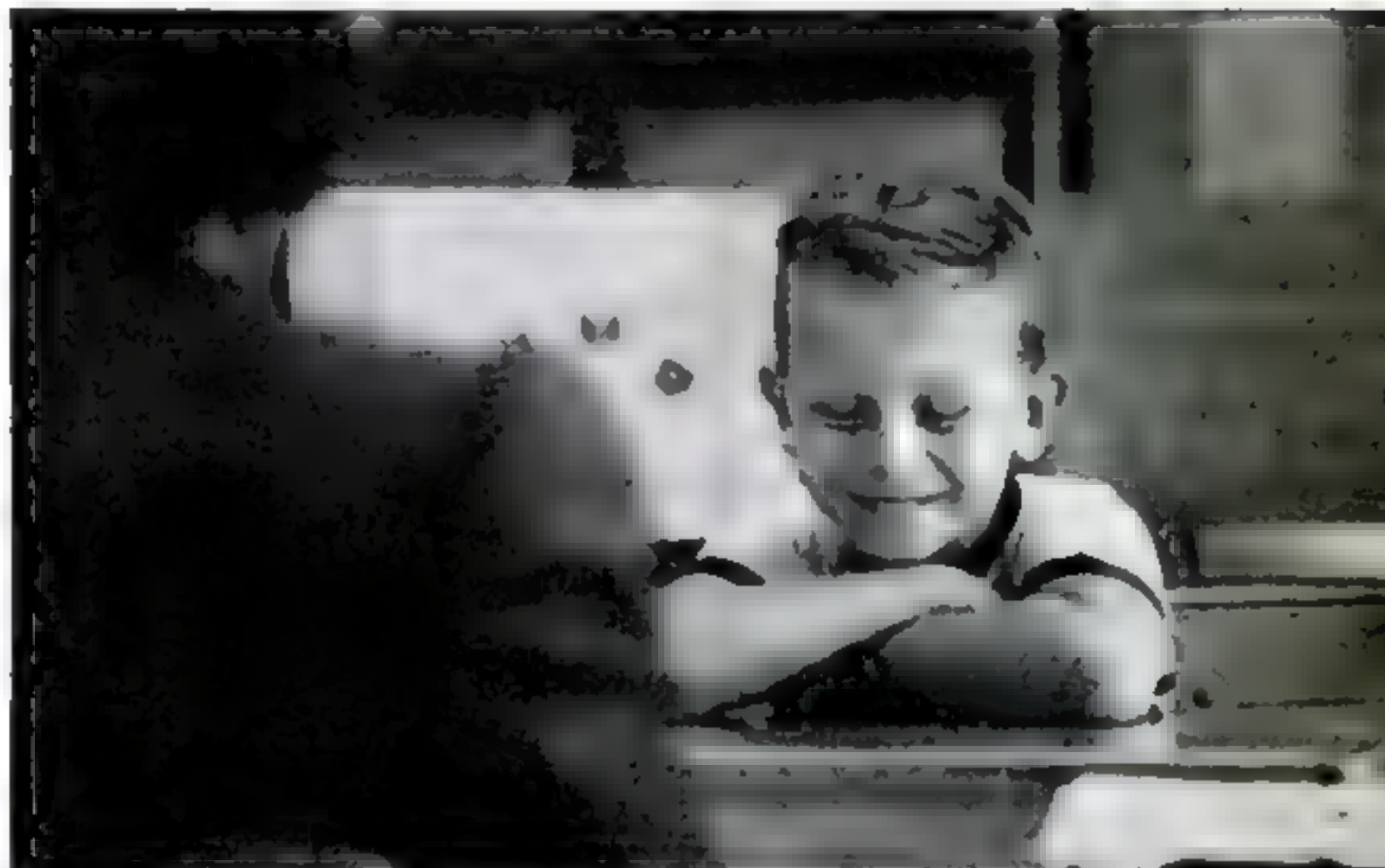
MISS WARNER SAYS DICK'S RECENT ILLNESS WEAKENED HIS SPELLING SKILL



HIS MOTHER SAYS, "BALL, BALL, BALL. THAT'S ALL DICK THINKS ABOUT"



TEACHER SUGGESTS SOME WORK AFTER SCHOOL MIGHT IMPROVE HIS READING



"I GUESS I TALK TO IRWIN TOO MUCH. I'D BETTER CHANGE MY SEAT"



EYESHADE is affixed by Martin Heffan absent-mindedly to glasses.



YAWN starts with Edythe Marcus. In 30 seconds four others followed.



POPPING NOISE is made by Richard Kraver when teacher looks away.



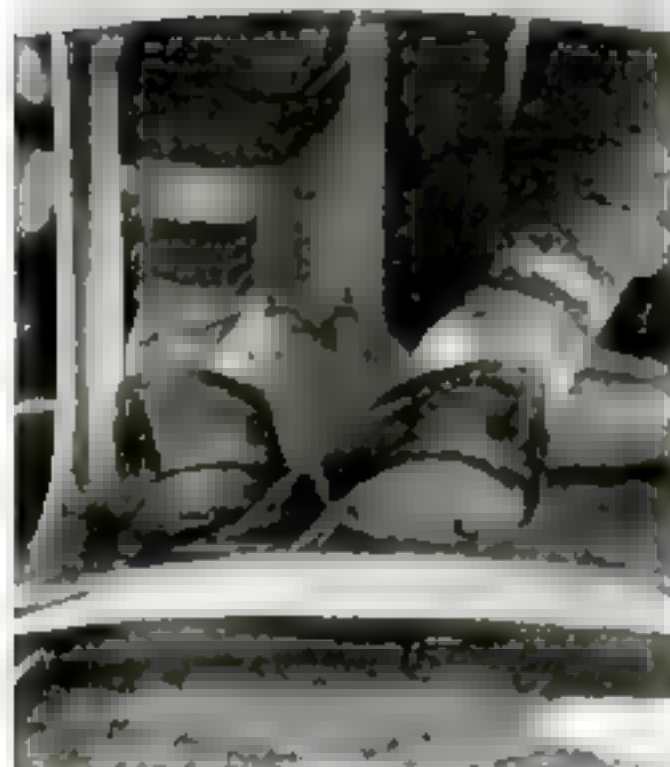
HEAD IN HAND, Richard Liberthson concentrates during work period.

SOME TROUBLES FOR TEACHER

Under a less skillful person, the system Miss Warner uses might go completely to pieces with the students running things instead of the teacher. But in class Grace Warner displays a quiet efficiency based on a good sense of discipline. Along with a complete grasp of her pupils' individual frailties and habits, she has an uncanny facility for spotting trouble that may be brewing across the room and stopping it before it erupts. By one means or another she keeps all her 26 pupils on their toes during most of the 25 hours they are together each week, and she is quick

to turn anyone's special interests or curiosities into educational capital. All this adds up to a wearing task, and it is small wonder that occasional evidences of boredom (*above*), prankishness (*below*) or forgetfulness drive her to a fleeting despair (*opposite*).

The class likes Grace Warner and is happy to work for her. The parents view her with an almost awed respect. "That Miss Warner," said one mother, "she's good. She leaves it entirely up to the kids, but she puts it in such a way that they always end up doing just what she wanted them to do in the first place."



FEET sprawl under school chairs. Miss Warner lets each pupil sit as he likes. But she sometimes corrects posture if she feels it may be bad.



PASSING NOTE, Edythe Marcus giggles as she waits for Nona Bleetstein to write reply. When Miss Warner discovers such acts she scolds the offenders more for bothering others than for disobeying the rules.

CHAGRIN overtakes Miss Warner as she tells of mortification during previous period led by another teacher when pupils were asked what country is south of Austria and no one had any idea at all about answer.



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SIXTH GRADE CONTINUED

CLASS QUIZZES READERS

As many parents know too well, children of the sixth grade level have a way of confronting their elders with an appalling array of factual information they have picked up at school. Last week, when they heard that LIFE's story on them was going to press, Miss Warner's class at Saddle Rock devised a test for LIFE's readers. Admittedly the questions lean heavily on arithmetic, natural science, history and current events, which the class has studied thoroughly and recently. But LIFE will be surprised to find very many readers able to answer more than half of the questions without recourse to atlases, dictionaries, encyclopedias or sixth graders. The answers are given at the bottom of the page.

QUESTIONS

- 1—What are the three main kinds of rocks?
- 2—If the wind is predicted to shift 180° and is now coming from the southwest, what will the new direction be?
- 3—What is the capital of Australia?
- 4—Who discovered the Mississippi River?
- 5—How do you figure a ballplayer's batting average?
- 6—Who was the first man to become ruler of France after the National Assembly drew up the "Declaration of the Rights of Man"?
- 7—What is the name of the world's longest cargo vessel?
- 8—If it is winter in the U.S. what season is it in Uruguay?
- 9—Using the figures 1, 2, 3 and 4 write a number that is equal to $13\frac{1}{4}$.
- 10—What are the main geographical regions of Louisiana?
- 11—What is a nephoscope?
- 12—Name the countries cooperating in the Schuman Plan.
- 13—What states broke the Democratic Solid South in the election?
- 14—How many quarts are there in a bushel?
- 15—Who was the first English monarch to visit Canada?
- 16—If a large barrel of water freezes solid would the ice level be the same as the water level was?
- 17—Why does the moon shine?
- 18—Name the Maritime Provinces of Canada.
- 19—What does a hair hygrometer measure?
- 20—How old is Plymouth, Massachusetts?
- 21—Name the colors of the rainbow in order, starting with red.
- 22—What is highest active volcano in the world and where is it located?
- 23—Who is the new United Nations General Assembly president?
- 24—What is the meaning of the word *impenetrable*?
- 25—If a recipe says, "Pour batter into 8 x 8 inch pan" and you have none that size but have a 7 x 9 and 8 x 6 inch one, which should you use?

- 1—igneous, metamorphic and sedimentary. 2—Northeast. 3—Cathartes.
- 4—Fernando de Soto. 5—Divide number of hits by number of times at bat and carry out to three decimal places. 6—Napoleon. 7—Joseph H. Thompson. 8—Summer. 9— $13\frac{1}{4}$. 10—Western Islands, Eastern Uplands, Delta Coastal Plain. 11—Instrument for measuring movement of clouds. 12—France, West Germany, Italy, Belgium, the Netherlands and Luxembourg. 13—Texas, Virginia, Tennessee, Florida. 14—32.
- 15—George VI (Edward VII visited it when he was heir apparent). 16—No. Higher as ice expands. 17—Reflects sun's rays. 18—Prince Edward Island, Nova Scotia, New Brunswick. 19—Humidity. 20—332 years old.
- 21—Red, orange, yellow, green, blue, violet. 22—Cotopaxi in Ecuador.
- 23—Lester Pearson. 24—Too thick to see through or enter. 25—7 x 9.

ANSWERS



Doctors and Nurses Know How "Nerves" Can Cause Headaches...

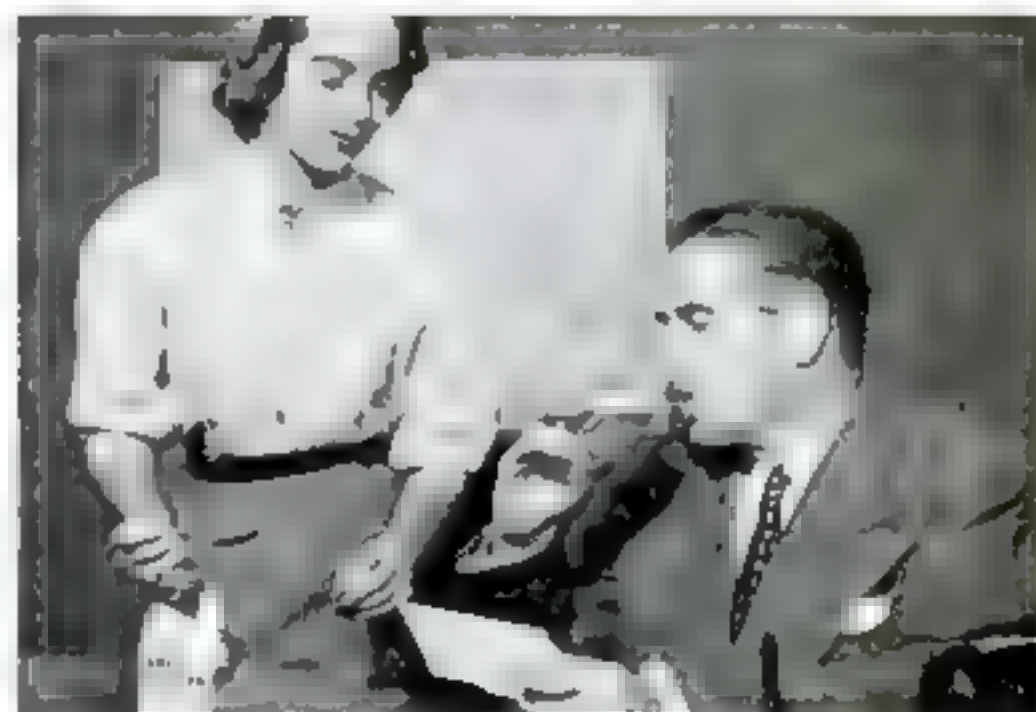
Bromo-Seltzer Best for 9 out of 10 Headaches



CLINICS PROVE THAT BROMO-SELTZER IS BEST. Recent clinical tests show that 9 out of 10 headaches are associated with nerves—as most headache sufferers have known all along. In published literature, headache specialists and neurologists substantiate this medical fact.



ONLY BROMO-SELTZER GENTLY SOOTHES NERVES AND PROMPTLY RELIEVES PAIN AT THE SAME TIME because it contains ingredients found in no other leading remedy. That's why sparkling, refreshing Bromo-Seltzer is best for 9 out of 10 headaches.



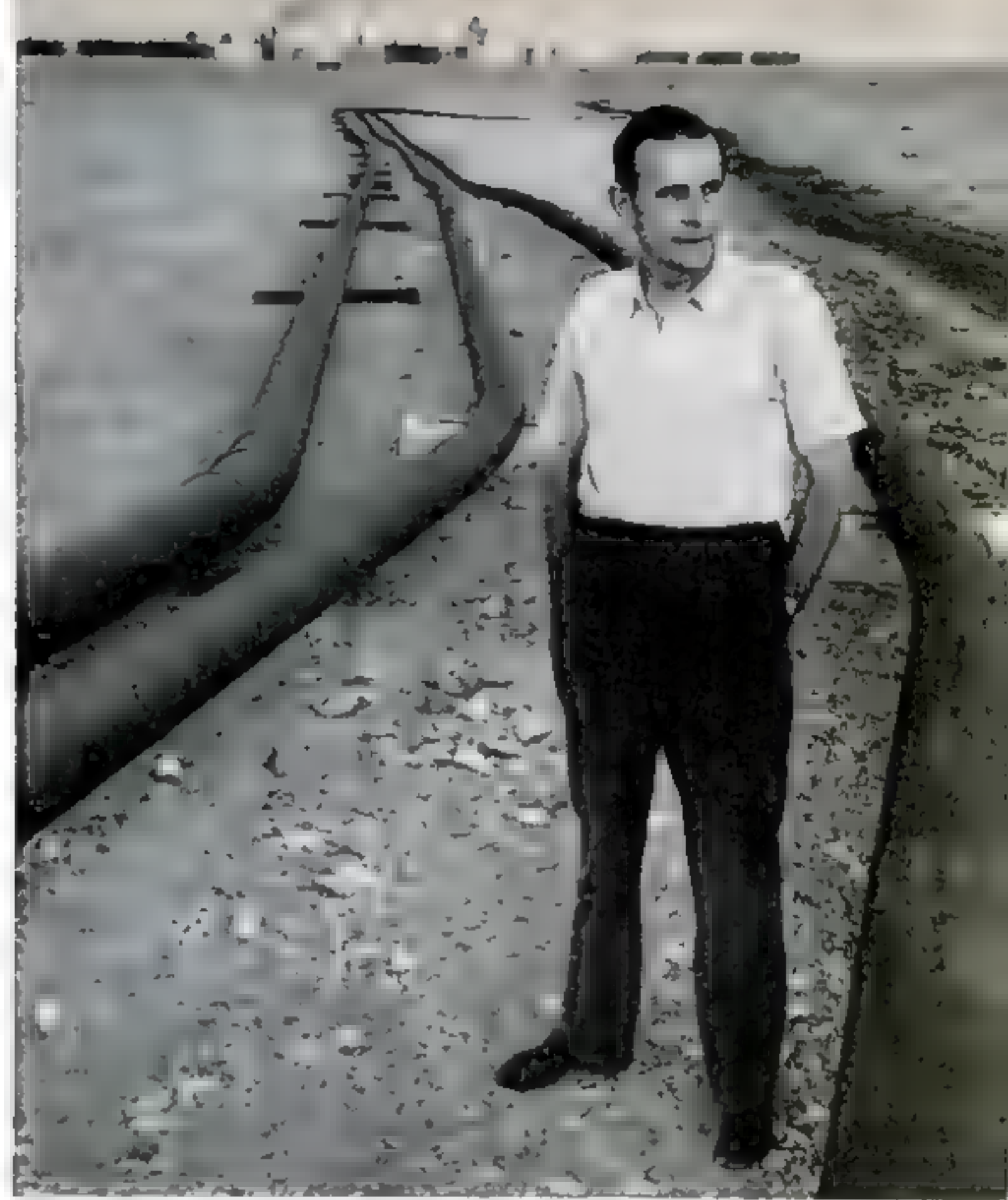
GIVES RELIEF UP TO TWICE AS FAST! Clinical tests against all other leading remedies show that Bromo-Seltzer gives relief faster than any—twice as fast as most. Next time headache strikes, put a heaping teaspoonful of Bromo-Seltzer in a glass, and half fill with cool water.

Better for Upset Stomach Too!

Bromo-Seltzer contains sodium citrate—the finest ingredient known to doctors for the relief of stomach distress, plus another ingredient to relieve nervous tension so often associated with upset stomach. For best results use cool water. Follow the label; avoid excessive use.



BELGRAVE OF BAHRAIN, who put oil to work for the people, stands between huge pipelines that lead to the refinery.



HE SAID FORWARD! TO THE BACKWARD

Sir Charles Belgrave has made ancient Bahrain a model for a new Western policy in Middle East

by JAMES BELL

TIME-LIFE Middle East Correspondent

WANTED: Young gentleman, age 22 to 28, public school and/or university education, required for service in an Eastern state; proficiency in languages essential. Write for details to Box S. 501, London, E.C. 4.

WHEN this advertisement appeared in the "Personals" column of the London Times one summer day in 1925, it attracted an immediate answer from a member of the British Colonial Service (on leave) named Charles Dalrymple Belgrave. Though not exactly a "young" gentleman—he was 31—Belgrave applied because he was in love and did not fancy taking a bride to his African post on a government salary.

In the interviews that resulted from his reply to the advertisement, Belgrave learned that the proffered post was adviser to the government of Bahrain, a tiny Middle Eastern state ruled by Sheik Hamed bin Issa al Khalifa. Although he had never before heard of the sheik or his country, Belgrave took the job because it paid enough to get married on. History may someday show that this romantically motivated decision helped save the Middle East for the Free World.

Pearls in the mud

IN March of 1926 the new adviser and his bride arrived at Bahrain, a 213-square-mile island archipelago lying between the Qatar peninsula and Saudi Arabia in the Persian Gulf (map, p. 158). They found it appalling. Manama, the capital, was a crumbling mud town filled with noisy people who lived in incredible filth. In the waterfront bazaar flies swarmed over the stinking meat

that hung in open butcher shops, clung to the diseased eyes of children sick with trachoma and harassed the flanks of the little white Bahrain donkeys. Malarial mosquitoes competed with the flies for occupancy of human hands and faces. There was no water supply (one bought it from ships, or from men who hawked it through the dirty streets in goatskin bags), no electric lights (the populace used oil lamps which continually set fire to the palm leaf huts), no telephones, no more than half a dozen automobiles and only a few miles of road for them to traverse.

If these conditions alarmed Mayfair-bred Marjorie Belgrave, her husband was even more discouraged by his job prospects. There was no government in the Western sense. Bedeviled by intrigue, the sheik and those few members of his family whom he could trust tried hopelessly to maintain a semblance of control over the island. There was no central organization, no real police authority. Economically, Bahrain was almost entirely dependent on pearl diving and the divers were virtually enslaved by dhow owners and waterfront loan sharks. Starvation, like chaos, seemed almost normal.

Having looked upon her new home and then sampled its cuisine, Marjorie Belgrave went to bed with "Bahrain tummy," a complaint similar to the more widely advertised "Delhi belly" that afflicts Westerners in India. Her husband, a big, shy man with a pronounced stutter but an iron digestive system, reported to the sheik for duty. Hamed bin Issa al Khalifa was beyond advice—he wanted someone to do something. He proposed that Belgrave restore order and then try to make sense out of the government.

Today, 26 years after the Belgraves' arriv-

al, Bahrain is the brightest jewel in the tiara of oil kingdoms that encircle the Persian Gulf. On its five major islands 120,000 people live in a state of comfort, safety and well-being that contrasts dramatically with the inequities and misery so long familiar in the Middle East.

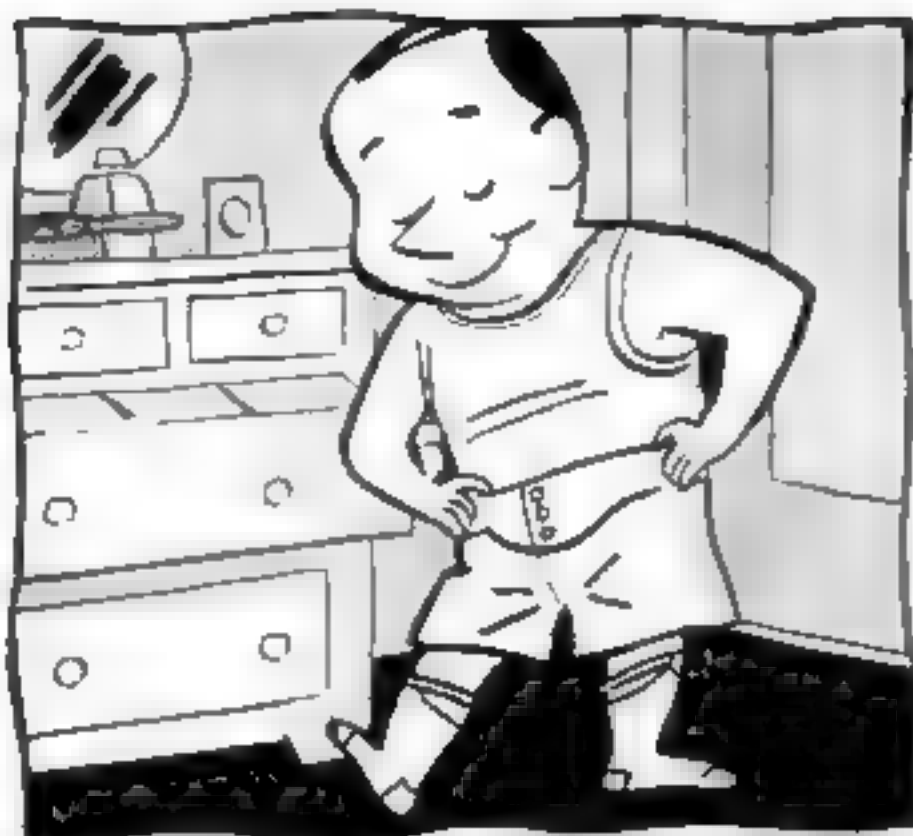
In 1926 Bahrain was not in much worse shape than its neighbors: Saudi Arabia, Qatar, the Trucial Sheikdoms, Oman, Kuwait and Iran. All have improved, but none so much as Bahrain.

Where once riot and murder were commonplace, red-turbaned native police now keep order so efficiently in Bahrain that in 1951 there was only one murder. A court system based on the Sudanese and British codes guarantees every man a fair hearing, whether his offense is bloody murder or just playing his radio too loudly. It is as safe to walk through Manama's bazaar at midnight as on Fifth Avenue at noon—probably safer since traffic is rigidly regulated.

Farewell to flies

USING DDT in mobile sprayers, the government has virtually eliminated mosquitoes and malaria. The flies, too, are gone and trachoma is disappearing. Six hospitals manned by 400 doctors, nurses and attendants provide free medical care for all Bahraini citizens. Last year one hospital alone cared for 120,000 outpatients, 2,300 inpatients, performed 4,244 operations and gave more than 25,000 inoculations, injections and vaccinations. The Bahrainis, who once feared doctors on religious and superstitious grounds, now line up cheerfully for "shots."

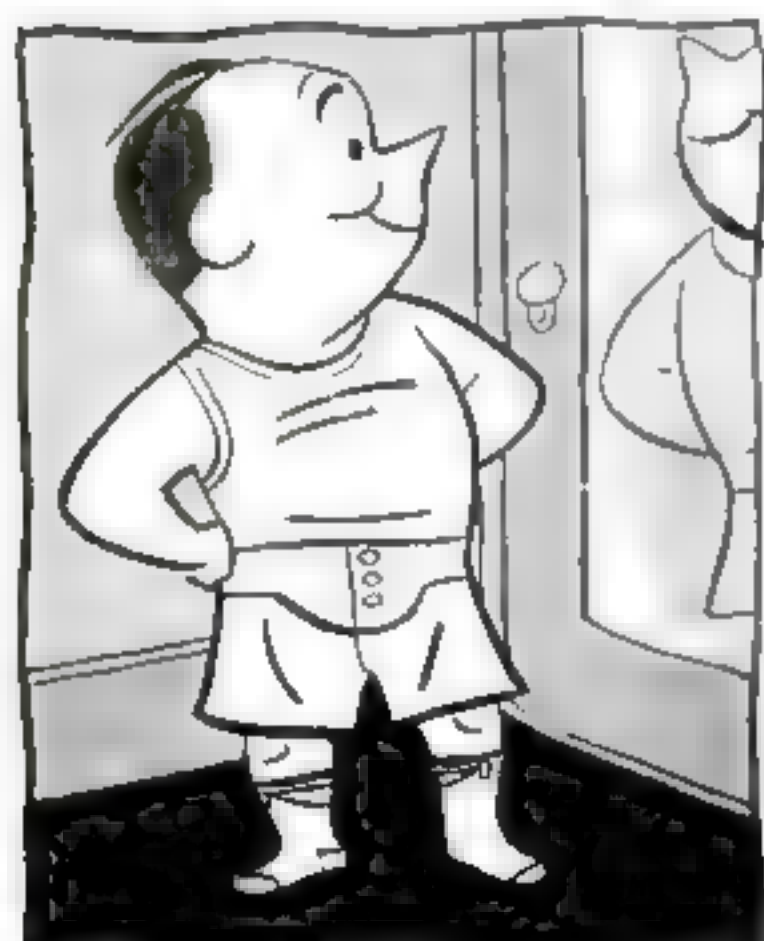
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chip...or break...



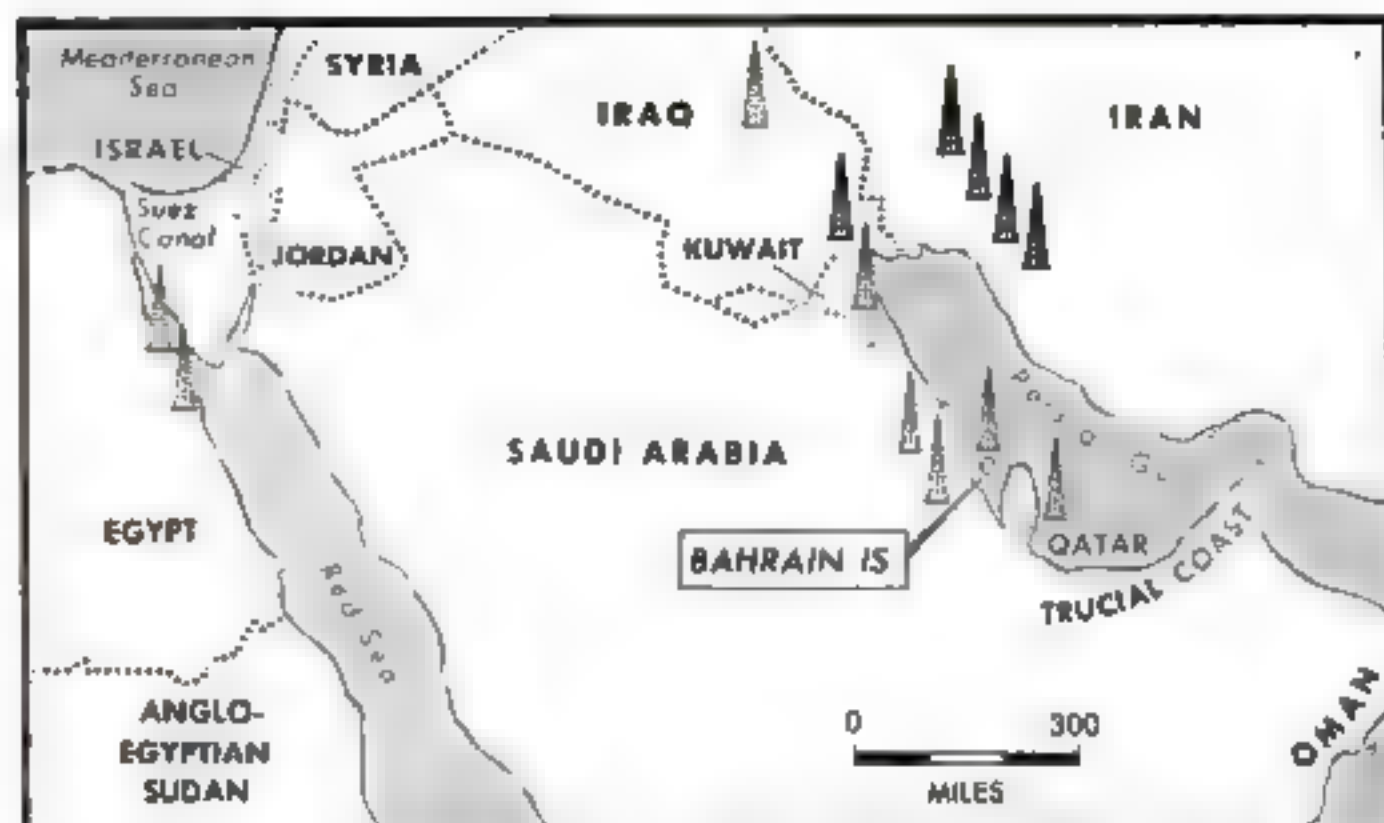
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yet open easily—
and the
waistband is
trimmer...neater



Get some...today!
Available in leading brands everywhere.

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THE LAUNDRY-PROOF SNAP FASTENERS THAT END "BUTTON BOTHER!"



LOCATION OF **BAHRAIN**, 20 miles off Saudi Arabia in Persian Gulf, is shown above. Oil well towers indicate the major oil fields in the Middle East.

BELGRAVE CONTINUED

In place of one miserable, poorly attended school for boys only, there are now 19 primary and secondary schools in which 258 teachers instruct 6,000 healthy boys and girls. Bahrain probably is the only place in the Arab world, which cherishes its ancient restrictions on females, where one can see little girls dressed in bright uniforms dance around a palm tree and sing in Arabic, "This is the way we brush our teeth!"

In Manama new buildings of shining white plaster have replaced mud hovels. Water from deep artesian wells flows daily into many Bahrain homes, now lighted by electricity. A dial telephone system connects the capital with all the archipelago's principal towns, and a fine causeway links the two main islands. There are 40 miles of paved roads and 2,000 automobiles in Bahrain. The shallow port, once utilized exclusively by pearlers and pirates, still accommodates a major pearling industry (it has grossed nearly \$400,000 annually for the past several years) but has gained greater fame as one of the few honest transshipping points in the Middle East. Administration of customs brings in \$2 million a year in revenues. The oil field of the Bahrain Petroleum Company, Ltd. not only employs 6,000 Bahrainis but last year paid the state \$4 million in royalties, a sum expected to skyrocket this year to \$20 million with the conclusion of a new agreement.

Oil was discovered in Bahrain in 1932 and has been an important factor in its progress, but the sheikdom's rapid advance from 15th Century feudalism to welfare state capitalism cannot be credited to oil alone. In fact, it is only in the last two years that oil has surpassed customs as the principal source of revenue. Nor is Bahrain's importance to the Free World measurable in terms of its oil output. Bahrain's total proven reserves are something less than 200 million barrels, compared with 15 billion barrels for Saudi Arabia and 11 billion for the newest bonanza, Kuwait. In 1951 Kuwait produced 237 million barrels and earned 50 times as much in royalties as Bahrain.

Cadillacs for the Kremlin

THE West could lose Bahrain's oil (about 11 million barrels a year) and hardly miss it. But at a time when all Asian peoples are being intensively courted by Russian Communism, the West can scarcely afford to ignore the Bahrain idea. There were celebrations in Moscow as well as in Tehran when fanatic nationalists forced the shutdown of the great Anglo-Iranian refinery at Abadan, just up the Gulf from Bahrain. The recent purchase of 20 Cadillacs, modestly equipped with one-way glass, by King Ibn Saud for the transportation of his harem put a valuable propaganda weapon in the hands of Kremlin functionaries. From Bahrain, however, the Soviets get no comfort at all, for its people have learned that Western ways and Western money can be a good thing for the people as well as the rulers of Middle Eastern nations. This is the lesson Belgrave has taught them.

Since his inauspicious arrival 26 years ago, Belgrave has never left Bahrain except for brief home leaves. He has not found it easy to help the tradition-bound and illiterate masses help themselves, but modern-day Bahrain is a testament to his success. It is also proof that he has licked a harder problem which still confounds Westerners in the other oil kingdoms: he has managed to persuade both the sheiks he has served and the Western

CONTINUED ON PAGE 181



Now Her Pumpkin Pie Becomes "MATE BAIT"



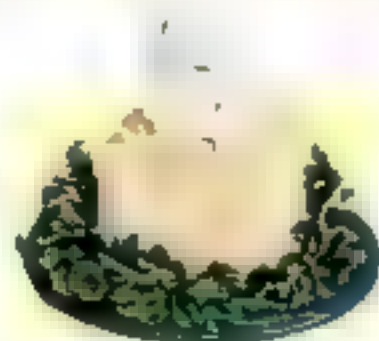
Thanks to Reddi-wip

with its New, Improved Home-Style Flavor!

Your husband may have raved about your pumpkin pie before . . . but until you've served pumpkin pie with Reddi-wip, you really don't know how wonderful a compliment can be! If anything can turn a strong, silent man into a poet, it's pumpkin pie glorified with snowy white swirls of fluffy Reddi-wip, made with real, fresh cream, sweetened your home-style way. And it's so easy, so quick, so economical (less than 2¢ a serving). Make pumpkin pie with Reddi-wip, *tonight's* dessert! It's real "mate bait"!

PINEAPPLE CHEESE SALAD

Prepare one package flavored gelatin as directed, and let stand until semi firm, whip till frothy. Add 1 cup drained canned crushed pineapple, 1 cup cottage cheese, 1 1/4 cup Reddi-wip Mix, pour into molds. Chill till firm.



CHOCOLATE SURPRISE

Break angel food or sponge cake into small pieces. Prepare a 1/2 cup package mix of chocolate just as directed. Chill top with Reddi-wip.



TAPIOCA PARFAIT

Make packaged tapioca pudding. When cool, pile into parfait glasses alternately with frozen raspberries. Top with Reddi-wip.



And the Same Can of Reddi-wip Glorifies These Desserts, Too!

Reddi-wip designates the fresh cream product of Reddi-wip, Inc. and its authorized processors throughout the United States and Canada. © R. W., Inc.



Get Reddi-wip from your Friendly Grocer or Milkman

RITA HAYWORTH . . . Lustre-Creme presents one of the most romantic Hollywood beauties of all time.



RITA HAYWORTH, STARRING IN "AFFAIR IN TRINIDAD," A COLUMBIA PICTURES RELEASE.

Like the majority of top Hollywood stars, Miss Hayworth uses Lustre-Creme Shampoo to care for her beautiful hair

The Most Beautiful Hair in the World is kept at its loveliest . . . with Lustre-Creme Shampoo

When Rita Hayworth says, "I use Lustre-Creme Shampoo," you're listening to a girl whose beautiful hair plays a vital part in a fabulous glamour career.

You, too, like Rita Hayworth, will notice a glorious difference in your hair, after a Lustre-Creme shampoo. Under the spell of its lanolin blessed lather, your hair shines, behaves, is eager to curl. Hair dulled by soap abuse . . . dusty with dandruff, now is fragrantly clean.

Rebel hair is tamed to respond to the lightest brush touch. Hair robbed of its natural sheen now glows with renewed highlights. Lathers lavishly in hardest water . . . needs no special after-rinse.

No other cream shampoo in all the world is as popular as Lustre-Creme. For hair that behaves like the angels and shines like the stars . . . ask for Lustre-Creme, the world's finest shampoo, chosen for "the world's most beautiful hair"!



The beauty blond cream shampoo with LANOLIN
Jars or tubes, 27¢ to \$2.



FAMOUS HOLLYWOOD STARS use LUSTRE-CREME SHAMPOO for GLAMOROUS HAIR



SHEIK AND ADVISER confer aboard launch on way to pay visit to Max Thornburg, U.S. oilman who has home on Bahrain island of Umm A'Sabaan.

BELGRAVE CONTINUED

oilmen that it is only enlightened selfishness to share their wealth with the people.

Not long ago 57-year-old Sir Sulman bin Hamed al Khalifa, who succeeded Hamed bin Issa al Khalifa as sheik of Bahrain in 1942, received World Bank President Eugene Black at Rafaa Palace. When Black congratulated him on the excellent administration of his sheikdom, Sir Sulman replied, "What we do here is due to our adviser, Mr. Belgrave. He has been with us for 26 years, and we consider him to be not an Englishman but a Bahraini. He is my hand." Max Thornburg, the hardheaded American oil expert who once directed Iran's Seven-Year Plan, has said of Belgrave's innovations, "If the Point Four people really want to know how to handle this sort of thing, they could come out here and study Bahrain." Recently another oilman remarked, "Belgrave, not oil, is Bahrain's greatest asset." His own country has echoed these ringing endorsements of Belgrave by granting him a knighthood in the Honors List of last June.

American policy in the Near East has for years been laboring under the handicap of Arab hostility to President Truman on the Israel issue. The new administration taking office next January has a fresh opportunity to build a constructive policy for the Middle East. Its policy makers would do well to study Sir Charles Belgrave and his work as models for success in a hard field.

"Carol" (to his intimates) resembles neither the practical, 16-hours-a-day businessman beloved of U.S. politicians nor the loquacious and dreamy theoretician frequently produced by schools of social work. At 57, Belgrave is an awe-inspiring physical specimen. He stands 6 feet 4 "and a bit" and he carries his 200 pounds of bone and muscle like a guardsman. His taste in clothing does nothing to minimize his size. He avoids the pastel shades or the quiet khaki common in the tropics, preferring to combine gay checked shirts with loud pink ties and horse-blanket plaids. In Bahrain's bright sunshine Belgrave is clearly visible at a half mile, looking somewhat like an ambulatory mountain in autumn foliage with just a touch of snow on the peak.

Familiar and gaudy

BELGRAVE's spectacular appearance would appear to belie (it may even result from) the fact that he remains a shy, soft-spoken man who only recently has conquered his lifelong tendency to stammer. This handicap has never curbed either his curiosity or his gregariousness, and he does not administer Bahrain from behind the sheik's robes. Every afternoon Belgrave prowls the islands, and people who never have laid eyes on Sir Sulman, the present ruler, know him quite well. Even in remote villages, where some old women have lived all their lives without ever visiting Manama, he is a familiar and gaudy figure.

His recreational pursuits are equally at variance with popular conceptions of an administrative genius. Belgrave likes to paint and does a great many water colors. An enthusiastic architect, he has designed some 40 of Manama's new buildings. He arranges flowers with considerably more grace than most U.S. matrons, and he likes to spend really hot afternoons (temperature 104°) digging in the Adviserate gardens. Belgrave has written one book and many articles for scientific journals, and each year he writes, produces and acts in a private pantomime for which he also designs and

CONTINUED ON NEXT PAGE



Linkletter makes like the Green Giant

Here's Art Linkletter about to embark on a planting expedition through a Green Giant cornfield. He has precious cargo behind him—hoppersful of exclusive D-138 seed. That's the famous seed that produces taller, more delicious Niblets Brand Corn kernels picked at the fleeting moment of perfect flavor. Say, how about planting some in front of you tonight?



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Green Giant Company, headquarters, La Sueur, Minnesota, Fine Foods of Canada, Ltd., Tecumseh, Ontario
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Tune in Art Linkletter's "House Party" for the Green Giant every Friday over CBS radio and TV

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Fluffier! Tenderer! Tastier!

Your first taste—even your first look at the fluffy snowy whiteness—of either of these famous brands will tell you why they are preferred by the finest cooks. And remember, nothing has been done to River Brand or Carolina Brand which might steal their traditional goodness, flavor, nourishment. They're the cream of America's finest rice crops. Always buy either regular grain River Brand or extra long grain Carolina. They're better, naturally!



CAROLINA—the extra long grain rice you've been hearing about.

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For natural rice vitamins, nutrients and a real taste treat—try River Brand Natural Brown Rice.

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BELGRAVE'S NO. 1 AIDE, his wife Marjorie, talks with pupil at Fatimah Al Zahra girls' school. Lady Belgrave is the director of female education.

BELGRAVE CONTINUED

executes the sets. He is a photograph hobbyist, too, and takes excellent pictures with a 30-year-old camera. He collects rare China and cheap neckties and has 160 of the latter, none costing more than \$1.25.

Unlike some creative artists, Belgrave does not scorn commercial composition. Recently he tried his hand at slogans, hoping for an effective line which, placed on postal cancellation marks, would advertise the country's resurgent pearl industry. The sheik, who served as judge, chose "Pearls, Progress and Prosperity" and "Bahrain—home of the real pearl." This disappointed Belgrave, who said later, "My favorite was 'Drape your girls in Bahrain pearls.'"

The Belgraves' first home in Bahrain was a two-room mud hut, with the porch screened off for bathing. Like other Bahrainis, their living standard has improved with the years, although it is nowhere near a sheikly scale. They now occupy a large, quietly furnished flat on the second floor of the big, white Adviserate building in Manama. Belgrave's salary is only 4,000 rupees a month (about \$9,600 a year), but living quarters, automobiles and the maintenance of four servants are provided by the government. This is hardly excessive, since Belgrave, as a sort of combined Winston Churchill and Grover Whalen of sheikdom, is expected to house and entertain Bahrain's distinguished guests.

The Belgrave day follows a rigid, almost unvarying schedule. He is awakened by Musa, the Indian butler, at 6:15 with tea. He shaves, dresses and comes downstairs where one of his red-turbaned policemen awaits him, holding the reins of a beautiful chestnut mare. Belgrave trots off for an hour-and-a-half tour of inspection, riding through the streets and back alleys, visiting the police posts and making mental notes on the condition of the town. A stray tin can will be called to the attention of the Manama municipal council.

At the dazzling white Bahrain fort Belgrave watches his police go through close order drill (which he himself hated in his army days), Bren gun and rifle practice. Then he inspects the fort, walking in to the crash of rifle butts on the ground as the guard comes smartly to attention. He listens critically as the Bahrain band rehearses Western march tunes. Back at the Adviserate by 8:30, Belgrave bathes and breakfasts and is in his office downstairs shortly after 9 a.m. Small office boys in turbans and long red gowns dart in and out with paper work for the *Mustashah's* consideration, and the telephone rings constantly. Callers come one after the other.

A visit from the sheik

TWO mornings a week a sleek Rolls-Royce bearing the royal coat of arms (designed by Belgrave) rolls up to the Adviserate, and out pops Sheik Sulman, his usually dancing eyes serious and his attitude one of serious intensity. Belgrave's Tuesday and Saturday mornings are consumed, to a great extent, by the sheik, who would rather come to the *Mustashah's* office than have Belgrave come to him. Sir Sulman is a pleasant little man and a peaceful one. He wears the conventional curved dagger at the center of his belt, but around it, incongruously, he straps a gold wristwatch.

CONTINUED ON PAGE 1M

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let's give the new

Kentucky Tavern Decanter"



KENTUCKY STRAIGHT BOURBON
BOTTLED-IN-BOND
100 PROOF — ½ QT.
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Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.



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Wearever helps you beat high

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you want—yet priced for every pocketbook. Happy thought for Christmas: give Wearever
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Sensational new retractable
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or transfer. Permanent, quick-
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Yes - it's a RAYTHEON!

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70 new Ultra High Frequency Channels numbered from 14 to 83...1,434 new UHF TV stations projected for 1,182 communities...all in addition to the 12 present VHF channels!

RAYTHEON PLANNED FOR IT

Three years ago we began to develop a TV set engineered for all the new UHF channels...not just "adapted" to receive a few. Today, Raytheon guarantees all-channel VHF-UHF tuning with the exclusive one-knob VU-matic® tuner factory installed inside the cabinet. No costly strips or bulky converters necessary.

MORE FOR YOUR TV DOLLAR

Raytheon is ready for UHF...gives you life-true pictures in distant "fringe" areas...offers more for your TV dollar. It will pay you to talk with a Raytheon dealer!

Raytheon TV from \$199.95 to \$750.00, including federal tax and one-year warranty. Prices and specifications subject to change without notice.

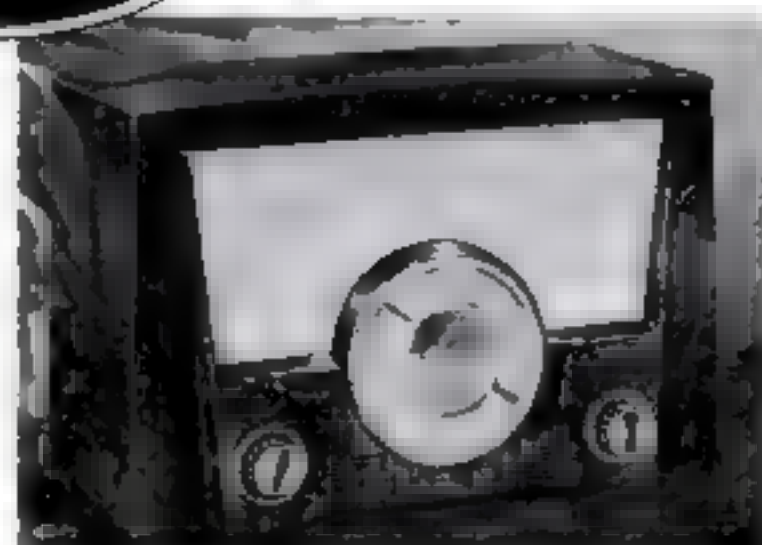


THE 21" MADRID All-channel VU-matic tuner, AM radio, provision for phonograph and earphones. Styled in mahogany or black.

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RADAR IN THE SICK-ROOM. Using the magnetron radar tube, Raytheon Microtherm® provides deep heat treatment used by leading doctors and hospitals. No electrodes, arcs or shocks. Avoids TV interference!



RAYTHEON FM-AM RADIO gathers in regular AM programs plus static-free FM—both in bell-like natural tones. Engineered for years of trouble-free performance. Styled in mahogany or black. AC. \$64.95

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YOUNG BELGRAVE got to know Arab world at 20 when he campaigned on camel in Sudan.

BELGRAVE CONTINUED

From time to time he digs into his robes for a packet of British Gold Flakes cigarettes.

On visits to the *Mustashah's* office Sir Sulman occupies Belgrave's chair behind the big desk and the adviser takes a seat near him. They usually talk for two and a half hours. Unlike some of his fellow rulers in this part of the world, Sheik Sulman is intensely interested in everything that goes on. His conversations with Belgrave range from technical discussions of public works projects to oil camp gossip. Belgrave is unfailingly deferential, addressing the sheik as "Your Highness" and, even in moments of disagreement, giving evidence of sincere respect. (In conversations with others, Belgrave never refers to his employer except as "His Highness.")

Although Belgrave never initiates a course of action without getting the sheik's prior approval, there have been no major differences between either Sulman or his predecessor Hamed and the *Mustashah*. Only once has Belgrave failed to dissuade the ruler from an act of which he strongly disapproved. This was in 1938, when Sheik Hamed got into a squabble with the sheik of Qatar over the primitive mud town of Zubara on the northwest tip of Qatar. Zubara is the ancestral home of the Al Khalifa family, and some of Hamed's distant relatives felt the sheik of Qatar was picking on them. Hamed wanted to go to war, but Belgrave managed to prevent that. There were long and recriminatory conferences, however, and for two years Bahrain and Qatar severed trade relations. Belgrave thought the whole business was a lot of damned foolishness.

At 1:15 Belgrave comes upstairs and joins Lady Belgrave who has just returned from her rounds as director of female education. Before lunch Belgrave usually has a sherry. The *Mustashah* is a light drinker, despising both whisky and gin. He takes wine with his dinner, sometimes pours brandy in his coffee, but suffers only one real intemperance: he chain-smokes Dutch cheroots called "Panthers."



ON DAILY INSPECTION, Belgrave, astride his fine Arabian mare Oleaner, looks over his smart police camel corps at Bahrain's 18th Century fort.

CONTINUED ON PAGE 167



Playing doctor and nurse is more fun than ever with Amsco's medical kits, fully equipped even to actual Johnson & Johnson products. Every one of the 63 authentic items has real educational and play value. **KIDD-E-DOCTOR or KIDD-E-NURSE \$1.98***

For Sister's very best dolly . . . Amsco's beautiful metal crib with washable plastic mattress. It's 26" long and realistic in every detail from adjustable dropside to swivel casters. **DOLLE-CRIB \$9.95***
Other cribs and cradles from \$7.49*

they love to play "grown up" with



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(Fact is, if you look down there at the bottom of the page you'll see twelve of the delightful things Bisquick makes so special, so *easy*).

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DUMPLINGS



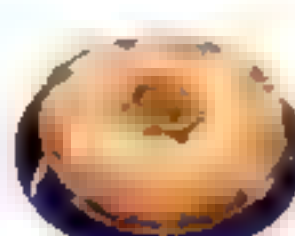
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COOKIES

For feeding a family you can't beat **Bisquick**



MODERN WATERFRONT of Manama is prize example of improvements in housing and public building made under Belgrave sponsorship and guidance.

BELGRAVE CONTINUED

Lunch, which begins promptly at 1:30, is full and heavy, with soup, fish and meat, but it does not have an inactivating effect on Belgrave. At 3:30 he hurries down to his garden, where for an hour he digs, cultivates and worries about Bahrain's exotic bugs. After 4:30 tea the Belgraves often get into their Humber Super Snipe and disappear for an hour (sometimes he takes a walking tour instead). If Belgrave is in the mood he may set up his easel and do a little painting.

From 7 to 8:30 the Belgraves receive cocktail guests. Usually there is a full complement of visitors for dinner. These may include visiting statesmen (Anthony Eden and Sumner Welles have enjoyed their hospitality), oil company vice presidents, explorers and lesser diplomats. Everyone who is anyone has either lunch or dinner with the Belgraves when in Bahrain. Lots of people who are nobody (such as visiting correspondents) do too. The Belgraves are absolutely charming and polite to all. The only people who incur Belgrave's distaste are the pretentious and self-important, whom he privately refers to as "big noises."

Bedtime for the Belgraves is promptly at 11 p.m. Lady Belgrave retires to an air-conditioned bedroom and Carol goes to an outdoor terrace. His sleeping habits and his scorn of window screens represent his only private concessions to native custom. He does not object to others employing air-conditioning units but seems to feel that in his case it would represent a softening-up. Screens Belgrave regards as a reflection on his fly-and-mosquito eradication program.

Ordinarily the Belgraves go home to England every other summer, but this year Lady Belgrave made the trip alone. They probably will both return in 1953 for the marriage of their only child, 23-year-old James Hamed Belgrave. Young James, who stands 6 feet 5, is enrolled at the School of Oriental and African Studies at London University. He is engaged to a Canadian girl, Ericka Cruikshank, and they expect to marry after his graduation. Belgrave hopes his son will make the Middle East his future, and this seems likely. Having grown up in Bahrain, James speaks and writes excellent Arabic, "far better than I do," Belgrave says. "My Arabic has always been pretty much working Arabic. He's a student of it."

Warrior on camelback

It is fashionable in success stories to say that nothing in the subject's youth pointed to the subsequent pattern of his life. In Belgrave's case this does not apply. Born in Switzerland on Dec. 9, 1894, the son of a union of two well-to-do but uncoronated British families, young Charles enjoyed a limited education that did not distract him from his real inclinations. These were art, the theater and the Orient. He liked to read books and then illustrate them. Today he recalls, "For some reason I've never been able to explain, the books I liked to illustrate best were Oriental things, and I remember the play I liked best at the time was *Kismet*."

When he went up to Lincoln College, Oxford, in 1914, he was vaguely scheduled to study for the ministry. This plan, which was primarily based on family tradition, was interrupted by World War I. Belgrave volunteered for the army and in almost no time found himself on camelback in the Sudan. He spent the duration of the war with camels and Arabs, both of whom baffled many Englishmen but not Belgrave. Although he campaigned in Egypt as well as the Sudan, and helped Lawrence and Allenby push back the Turks at Jerusalem and Damascus, Belgrave today discounts

CONTINUED ON NEXT PAGE

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AN ARDENT HOBBYIST, Belgrave often carries a sketch pad on his ramble. Here he sketches ancient village of Hedd from roof of new police station.

BELGRAVE CONTINUED

his war record. "I simply fought with my camels," he says. He also began an education that interested him a good deal more than theology. Back in foggy, matter-of-fact England in 1919, he found himself obsessed by a strange nostalgia for hot sands and an alien people.

From that year until 1925 Belgrave studied Point Four problems (though they were not called that until 1949 when President Truman listed improvement of backward areas as the fourth point of his projected program) in two challenging laboratories. Both have since proved better-than-good substitutes for a degree from Oxford or the London School of Economics. The first was the oasis of Siwa on the edge of the Sahara, where he went in 1920 as Frontier District Administration officer for the Egyptian government. The second was Iringa, 5,300 feet up in Tanganyika Territory, where he served in 1924 and part of 1925 as colonial administrator for His Britannic Majesty. In both jobs Belgrave learned a great deal about how fast one could go in bringing modernization to backward peoples. In neither did he make any money.

Only once, however, has money been of paramount interest to Carol Belgrave. He recalls now, with some amusement, that in the Tanganyika job he made "once and a half again as much as my salary shooting elephants." If the price of ivory (then 30 shillings a pound) and the supply of elephants had been stable, he might have risked taking Marjorie Lepel Barrett-Lennard back to Tanganyika at the conclusion of his 1925 home leave. But as the prospective bridegroom of a knight's daughter (he was Sir Fynes Barrett-Lennard), Belgrave suddenly became aware of the need for a secure income. Hence his interest in the modest advertisement inserted in the London *Times* by Major Clive Daly who also was home on leave from his thankless job as British "Political Agent" in Bahrain.


There was nothing that was furtive but a great deal that was frustrating about Daly's assignment. Under treaties between Britain and the Persian Gulf sheikdoms, he was one of several men designated to help the sheiks with foreign affairs. He had no authority to meddle in internal troubles, a limitation Daly found intolerable since Bahrain had almost no foreign relations and almost nothing but trouble internally.

The cure that almost killed

FOR 54 years old Sheik Issa bin Ali al Khalifa had run Bahrain as a primitive feudal state. In the early '20s the sheik reached a stage of doddering senility. A power vacuum developed. The royal family split over the succession, with Hamed bin Issa al Khalifa, the eldest son, getting the job and, with it, consistent sabotage by supporters of his younger brother, Abdullah.

Before long Bahrain's waterfront loan sharks, the pearl divers and most of the hungry populace were engaged with Abdullah in plotting Hamed's downfall. Hamed raised a levy of Baluchi police from Muscat, down the coast, but the cure proved nearly fatal when the Baluchis simply added their not inconsiderable talents to the general lawlessness. It was at this point that Daly finally persuaded Sheik Hamed that he needed an adviser on internal affairs. Enter Belgrave.

CONTINUED ON PAGE 17



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IN THEIR GARDEN, where Belgraves spend a good many afternoon hours, Mrs. Belgrave knits while her husband works around his water storage tank.

BELGRAVE CONTINUED

In his first six months in Manama, diffident, stuttering Carol Belgrave must often have thought that only a regiment of Royal Marines could possibly restore order. Somebody shot the chief of police, Haj Sulman, and riots broke out all over the islands. A Muscati ran amok and stabbed Clive Daly five times with a bayonet (Daly recovered, but he soon left Bahrain, never, understandably enough, to return). Four would-be assassins shot the windows out of Sheik Hamed's motorcar one night as he was driving across the island to visit a favorite wife (they missed the sheik). It was a dull week that produced no new murders.

Precisely because Bahrain was such a horrible mess, it was clear to Belgrave at the outset that things could not be straightened out simply by increasing the police power. It was necessary to advance simultaneously, if slowly, on all fronts. Orderly conduct, for example, could not be expected of a starving people. Civic virtue clearly was beyond a population kept in illiteracy and drained of purpose by disease. A budget, something that had become a magic word in Sheik Hamed's mind, would cure nothing if it functioned solely for the benefit of Arab royalty. Belgrave set to work, equipped with almost no weapons except his sincerity, his knowledge of Arabs and Arabic, a vast patience and a fierce tenacity.

To achieve a minimum security in which to operate, Belgrave fired the rascally Baluchi cops and imported Punjabi and Indian policemen. But that was only a stopgap. The young adviser believed as firmly in Bahrain for the Bahrainis as though he had been born there. While his efficient Indians were making murder a risky form of recreation, Belgrave was busy trying to sell the idea of police service to the locals. This was not an easy job, for Bahrainis traditionally regarded being a cop as degrading and undignified.

Yet by 1932 Belgrave had succeeded. In that year he personally took command of a smart, well-trained police detachment made up entirely of Arabs. He dressed his cops in crisp khaki shorts and shirts and bright red turbans. These uniforms were worn proudly. In six years he had made being a policeman an honor and obeying one an honorable course of conduct.

Marjorie wins a victory

ONCE over her attack of "tummy," Marjorie Belgrave proved an invaluable aid to her harassed husband. It seems likely that, but for Marjorie's ability to establish a warm friendship with one of the sheik's wives, there would be no female education in Bahrain today. Early in 1927 Belgrave suggested to Sheik Hamed that the sheikdom's miserable school, controlled by a few powerful sheiks, was inadequate. For one thing, the sheiks wouldn't let sons of their rivals attend. For another, examinations were subject to influences Belgrave considered unhealthy.

These examinations were held annually in public, with the fathers present to cheer the splendid work of their regal sons. If little Ali, questioned by the nervous schoolmaster, happened to say that two and two equaled five, there would be a brief delay while Ali's father led loud cheers for this paragon of knowledge. Too often the master, noting the curved dagger under the father's burnoose, would announce happily that Ali's answer was indeed

CONTINUED ON PAGE 172

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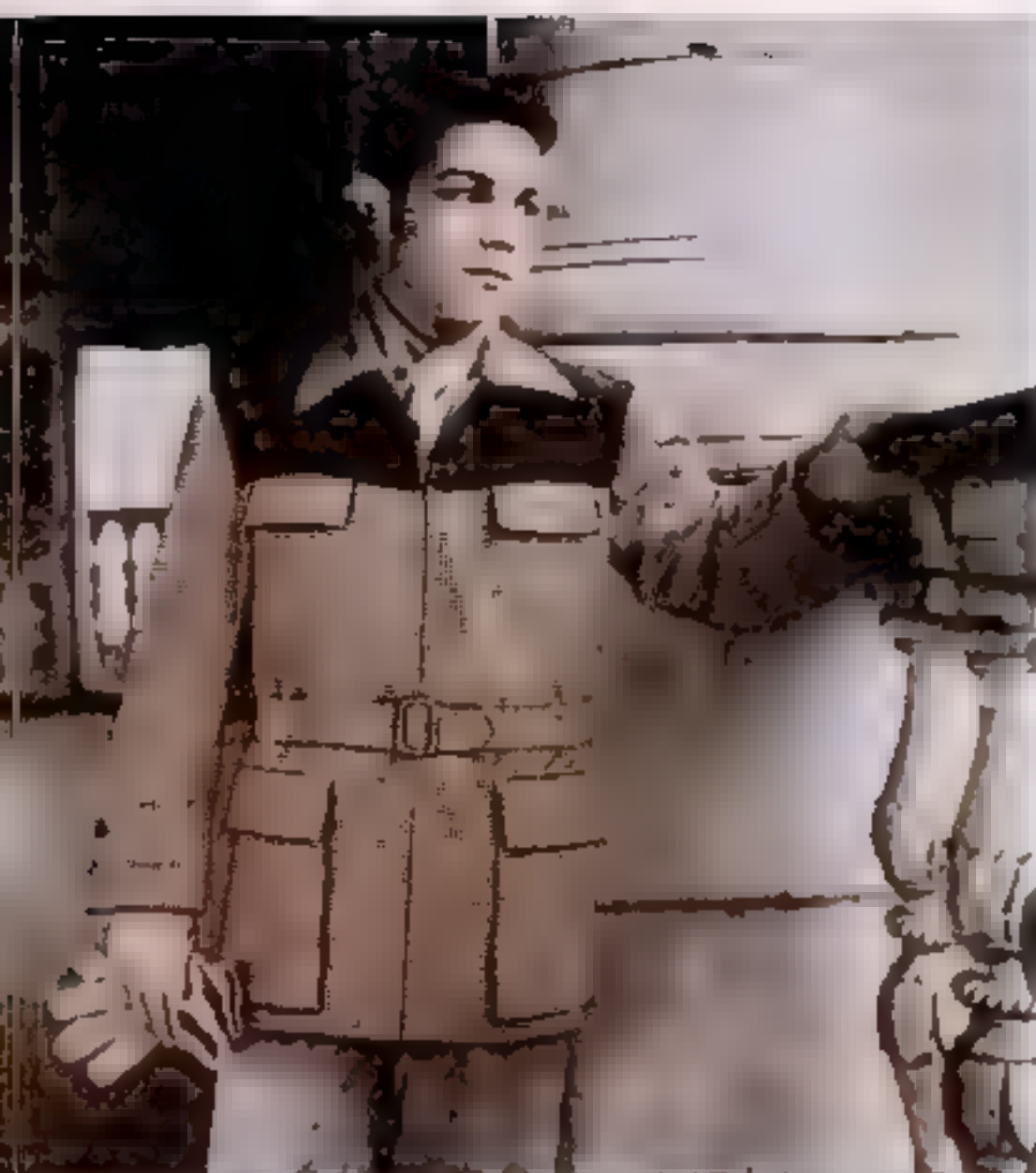


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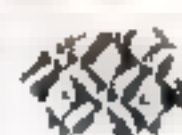
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The "CARAVAN", Gunclub Check Tweed (50% wool, 50% rayon). Sewn-in **LEATHER LINING**. Bi-swing back, 2-way pockets. Brown or blue check. Sizes 36 to 46. Regulars and longs. About \$25.



The "COLD SNAPPER", Catchcan Cloth, exclusive Zero King fabric. Mouton-Processed Dyed Lamb collar. **QUILT LINING** including sleeves. Shirred yoke back. Putty, green, brown, red, navy, aspen blue. Sizes 10 to 20. About \$25.



The "MARKSMAN", "Wash-Tested" Kodak Cloth, an exclusive Zero King fabric. Zip-out **CURLY LAMB LINING**, quilt sleeve lining, 2-way pockets. Beige only. Sizes 36 to 46. Regulars and longs. About \$35.



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BELGRAVE CONTINUED

correct and, *in-sha-Allah* (God willing), he would grow up to be a great man and a mathematician.

Besides proposing a second boys' school and making a few judicious criticisms of the existing curriculum, Belgrave bravely suggested that a school for girls might not be a bad idea. This raised hell, or its Koranic equivalent, in the market place. The Arab elders interpreted it as a wily infidel attack on the sacred institution of *purdah*, the isolation of women. Whereupon Marjorie Belgrave went into action, cultivating Sheikh Hamed's favorite wife and managing, occasionally, to put in a mild plug for the education of women. The sheikha thought it was a lovely idea and delicately pressed it on Hamed. Like many a sheik before him (Eastern and Western), Hamed capitulated to these soft entreaties. The girls' school opened in 1928.



EDUCATOR Ahmed el Uman, director of boys' schools, was himself Bahrain educated.

At every forward step and on all fronts Belgrave met opposition from some quarter. When he began expanding the two tiny hospitals that had made scarcely a dent in Bahrain's armor of illness, he was accused of interfering with the will of Allah. The first Bahrain census was opposed as a sinister Western scheme, and even Sheikh Hamed was upset by the result because it showed a considerably smaller population than he had claimed and he felt some loss of face. The *dhow* owners and waterfront loan shark howled that Bahrain was destroying

free enterprise when he curbed the vicious usury that kept pearl divers in bondage. Then in 1932 the liberated pearl divers wrecked the bazaar because they could not get loans at usurious interest.

On only one occasion has Belgrave personally substituted violence for patience and persuasion. That was in 1947 when the partition plan for Palestine raised Arab tempers throughout the Middle East. A gang of bazaar toughs, reinforced and possibly inspired by *dhow* crews in port from Kuwait and other gulf countries, surged forth to wreck the shops and homes of Bahrain's 500 Jews. Belgrave was in his office when word reached him that a Jewish home was under attack. He sprinted to the bazaar area and waded into the crowd, his big fists swinging and his powerful legs kicking.

Belgrave fought his way to the top of the stairs of the Jewish home that was being pillaged. All alone (his police were working on the rioters from the periphery of the mob) he started clearing away the attackers. His method was awesomely simple. Whenever a rioter came within reach, Belgrave lifted him over his head and hurled him down the stairs into the faces of his comrades. This bowling-ball technique ended the riot in about 10 minutes, word spreading rapidly that the *Mustashah* was settling this one personally. Belgrave marched home in gigantic dignity, his legs raw, his fists bleeding, his clothes torn and his bruised face radiant. Manama's respect for the *Mustashah* reached a new high that day, and since then Bahrain's Jews have lived in peace and friendship with their Arab neighbors.

It would be foolish to contend that Bahrain represents a completed re-creation of the Garden of Eden, pre-apple and pre-serpent. No one, least of all Belgrave, feels that the job is much more than half done. And, as usual, there are critics who feel either that Belgrave is not doing it the right way or else not fast enough. Such criticism comes from the Moscow radio ("dictator!"), from lately arrived, hurry-up Americans, and from some of the young sheiks around Sir Sulman. It takes very different directions however.

It is true that Bahrain has not yet achieved full political democracy. There is no central legislative assembly. Belgrave's decisions when endorsed by the sheik, have the force of law. The five municipal councils are half appointed and half elected. There is no free press (Belgrave censors the only publication, a monthly). And Russian and American critics are curiously united in the contention that Belgrave should immediately order nationwide elections. Both



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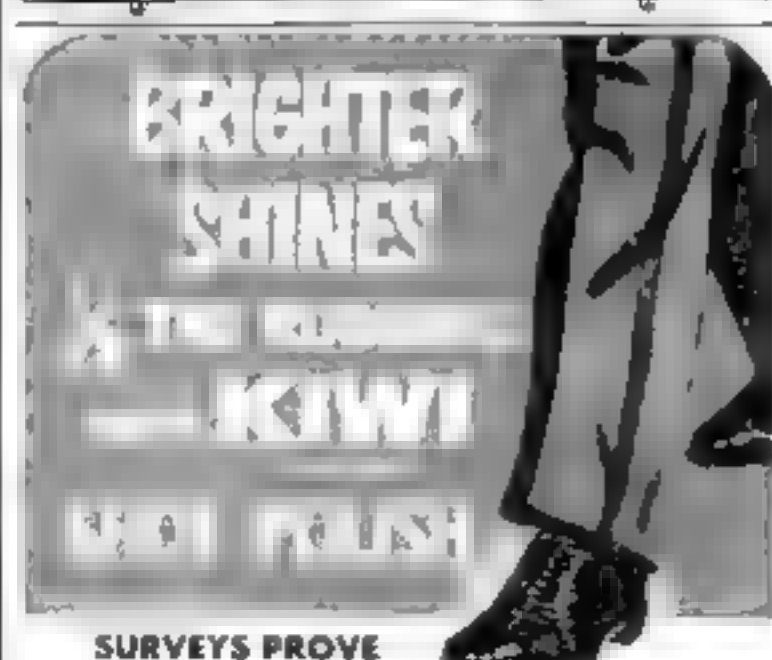
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(b) 8 cents (d) 6 1/2 cents



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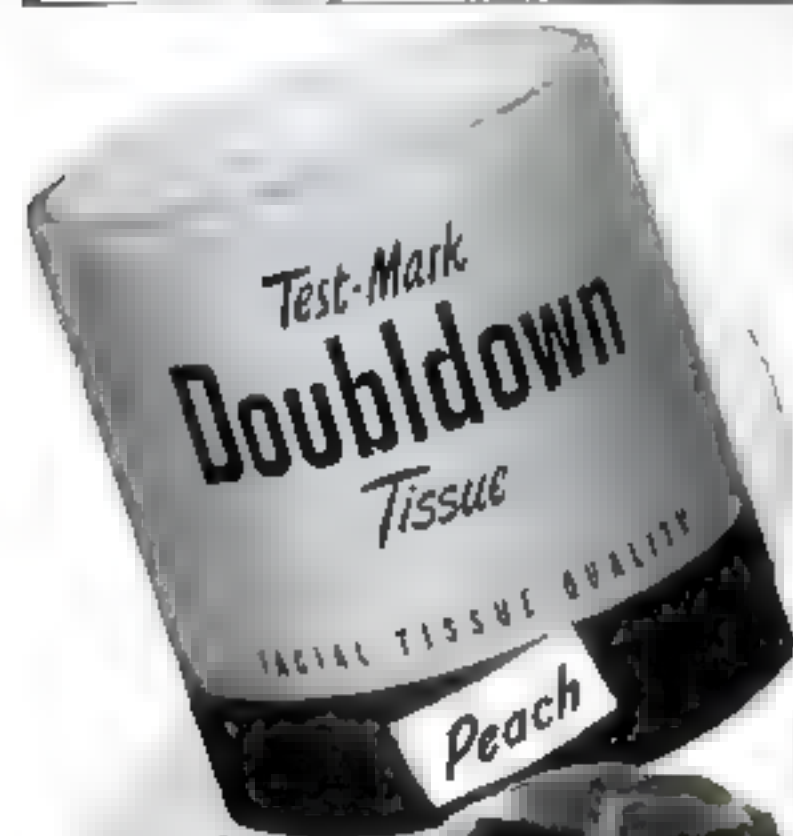
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KIT**

**HERE'S WHAT
THE KIDS GET!**

Buck Rogers Space Ranger Helmet • Ranger Mask • Stratopower Space Ship • Super-Sonic Rocket Launcher • "Atomic" Rocket • Two Interplanetary Space Phones • Flying Saucer Disintegrator • Eight Flying Saucers • Chronoscopic Space Compass • "Rocket Pilot" Pendant • "Radar Operator" Pendant • Space Ranger Badge • Membership Card • Martian Dynagator Target • Standing Figures of Buck, Wilma, Space Rangers & Martians.

**AT YOUR NEAREST
SYLVANIA TV DEALER**

FREE TO YOUNGSTERS ACCOMPANIED BY PARENT! GET THIS EXCITING CHILD'S TREASURE AT ABSOLUTELY NO COST!

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BELGRAVE CONTINUED

ignore the fact that in many Middle Eastern countries there are no elections at all.

The division of oil royalties also gets some fire from U.S. arrivals who argue against turning a third of it over to Sheik Sulman. (It is split three ways: a third to the ruling family, a third to the people through Belgrave's administration and a third to the reserve fund). Some of the young sheiks around Sir Sulman have become very critical of the reserve, which now totals above \$6.5 million and will expand with greater oil royalties. They look wistfully at Ibn Saud's Cadillacs without seeing the volcano beneath him. They would like to have the money in the reserve fund, and they doubt Belgrave when he warns that in 20 years Bahrain's oil reserves may be exhausted. This caused Belgrave to write in his annual report: "Unfortunately, it is the nature of the Arab to be optimistic and pay small heed to the future, so the need for building up this reserve is not generally appreciated."

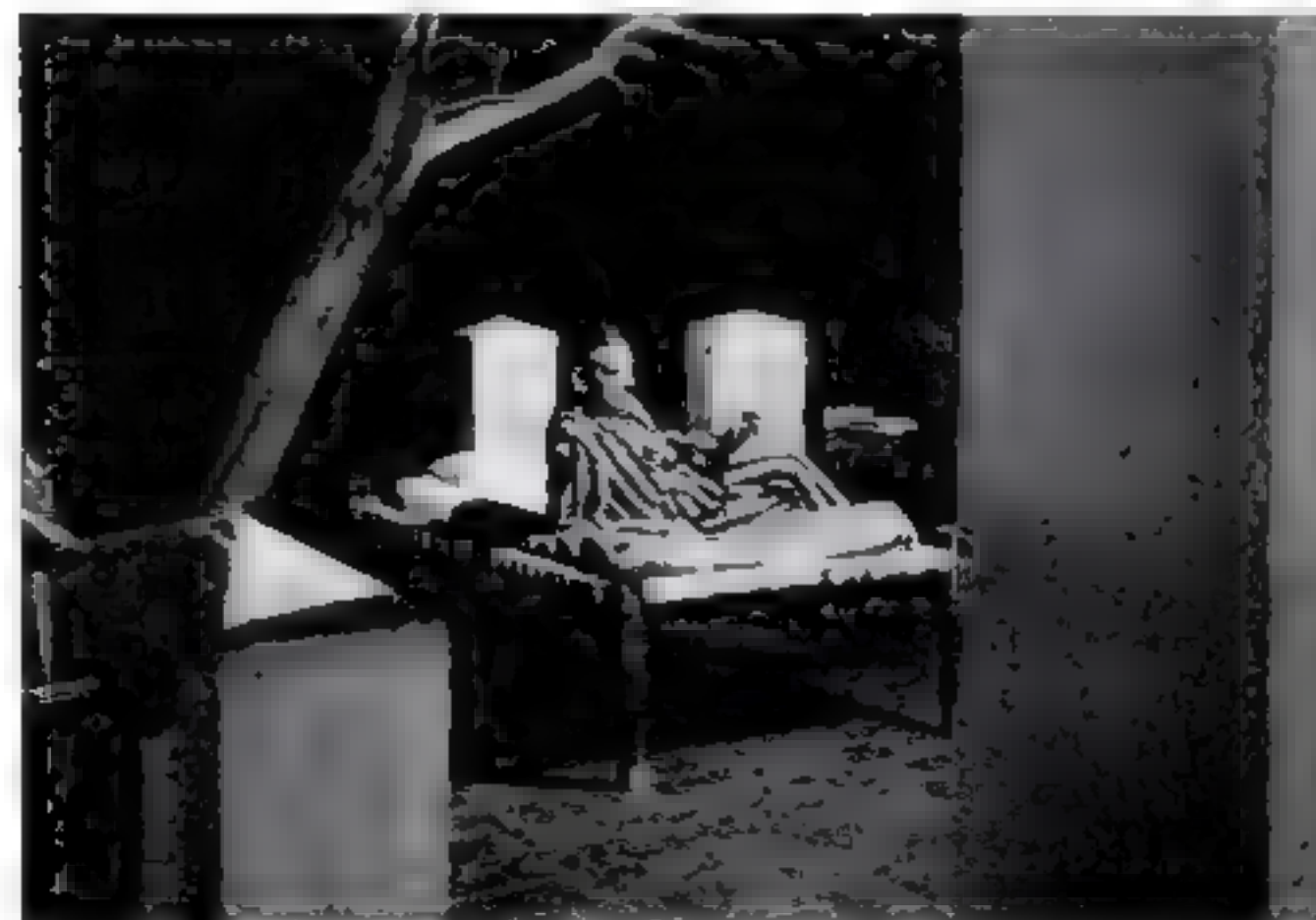
There are many lesser problems and conflicts. Education has not yet reached the most remote villages, nor have electric and telephone lines. The land tenure system is not good. Most of Bahrain's most fertile garden lands are stubbornly retained by the royal family. Even if all available growing soil was put to work and the artesian wells could supply unlimited amounts of water for irrigation, Bahrain could not hope to become self-sufficient in the matter of food. There simply is not enough land.

Neither the problems nor the critics upset Sir Charles. He knows that he has the support of 99.9% of Bahrain residents, native and foreign. He knows what has happened in Saudi Arabia, where the Americans of ARAMCO have kept strictly out of government and paid Ibn Saud vast sums to do with as he pleased. He has seen the disaster in Persia, where Anglo-Iranian meddled in politics but gave the locals nothing whenever possible. He is pleased to see that Kuwait, enriched by its great oil strike and fortunate in having a wise sheik, is now trying to adopt some of the Bahrain reforms. He is hopeful that Bahrain may prove a beacon for other Arab nations.

Belgrave has come a long way by following a simple slogan, one every Arab understands. All peoples in the Middle East have a way of saying "take it easy." In Turkey it is "yavash yavash." In Egypt it is "shwai shwai." In Bahrain the people, and Belgrave say "wahid wahid"—literally "one one," or "one thing at a time." He believes that to run, people first must learn to walk, and he is proud of the Bahrainis who, having learned both under his administration, have assumed important posts in the government.

Belgrave's ambitions for Bahrain are identical with those of most of his critics. He looks forward to and works toward full education, full political liberty, land reform and constantly diminishing economic insecurity. He hopes someday to see all the top jobs filled by Bahrainis (today a Bahrain-educated Arab, Ahmed Umran, is director of male education; Sheik Khalif bin Mohamed al Khalifa is superintendent of state police, Said Mahmoud is a top accounting officer of the government). But he is not prepared, merely to appease Western critics, to turn over the archipelago prematurely to administrators who would be qualified only to undo the hard work that has been done.

If Belgrave were asked to recommend a Point Four program for a country comparable to the Bahrain of 1926, his shyness and modesty would probably lead him to beg off. But he might well say, "See the country in the context of its history and neighborhood. Build with, not on, the people. Most important of all, wahid wahid!"

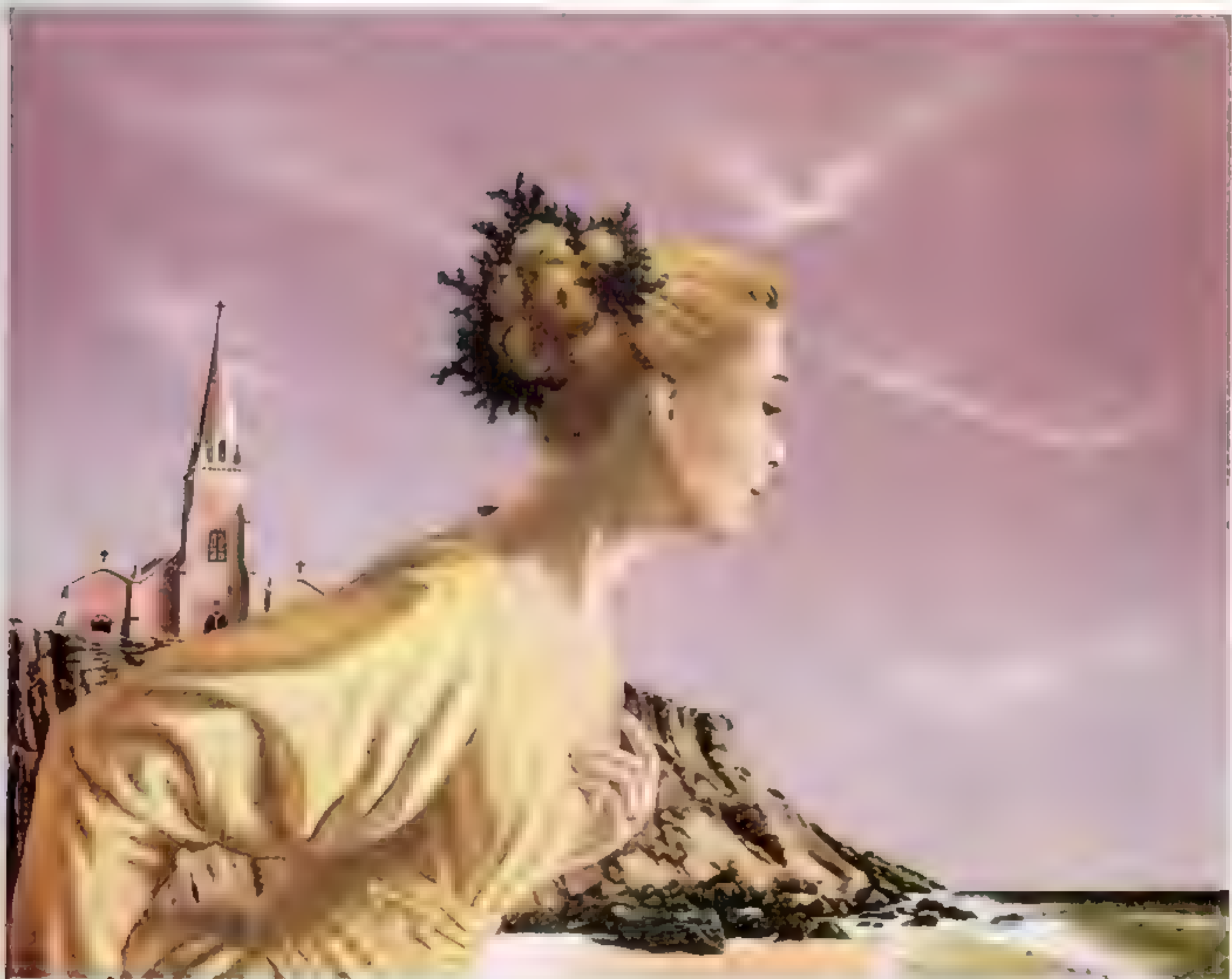


NIGHT IN BAHRAIN finds Belgrave retiring to outdoor terrace of the Alviserate. Like some of his Bahraini followers, he sleeps out under the sky.

All the magic of your love . . . all the dreams of days to be . . .

are treasured in the lights of your engagement diamond. And through the years, these same fair flames will grow more bright, recording joys that mark your married lifetime.

Your diamond, because it endlessly recalls your pledge of love, should be chosen with care. Remember, color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler will help you find a stone of fitting size and quality and style, for what you wish to spend.



Lover's Light . . . painted for the De Beers Collection by Charles Rain

1/4 carat (25 points) \$95 to \$200
1/2 carat (50 points) \$210 to \$450



1 carat (100 points) \$585 to \$1150
2 carats (200 points) \$1250 to \$3200

In July, 1952, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the quantities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

De Beers Consolidated Mines, Ltd.

a diamond is forever



Photography by Vilee-Aiken; Dress by Ruppel

give the lasting gift . . .

beautiful, break-resistant **MELMAC®** dinnerware

The dinnerware you'll be proud to give, delighted to receive is made of MELMAC molding material. So beautiful it serves for "best", so hard to break it's the three-meal-a-day dinnerware in countless homes . . . particularly where there are children. Delicately designed, yet with an amazing life-saving bounce, MELMAC Dinnerware, with its satin-smooth luster defies breakage, cracking, chipping.

Nothing beats MELMAC Dinnerware for quick, easy washing in dishpan or automatic dishwasher. See MELMAC Dinnerware at your favorite store; choose from a variety of distinctive colors and designs. If not yet available, please write to American Cyanamid Company, Plastics Department, 34 Rockefeller Plaza, New York 20, New York.

In Canada: North American Cyanamid Limited, Royal Bank Building, Toronto, Ontario, Canada.



This tag identifies dinnerware made of MELMAC molding material. Look for it when you buy.

MELMAC dinnerware identified with this insignia complies with the high standards of quality established for heavy-duty melamine dinnerware by industry through the U. S. Dept. of Commerce.

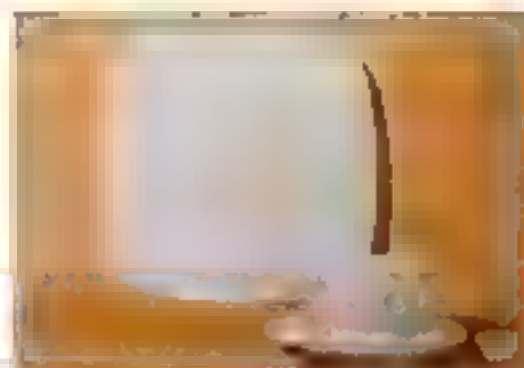
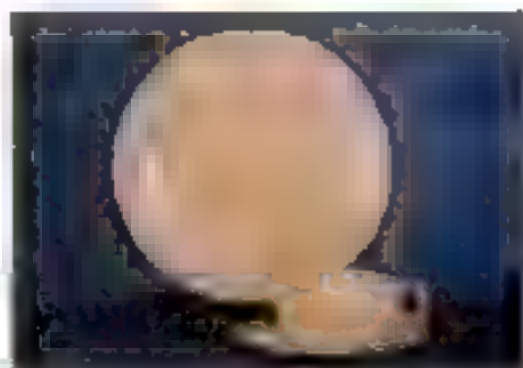


American Cyanamid Company does not make dinnerware. It supplies MELMAC molding material to a number of dinnerware manufacturers whose names will be supplied on request.

Photographs below indicate the wide variety of designs and colors available in MELMAC dinnerware in both starter sets and open stock.



Un-retouched stroboscopic photo demonstrates the almost unbelievable resistance to breakage of MELMAC dinnerware. "The two plates were dropped approximately 55 times from a height of 8 1/2 ft. onto a hardwood surface," advises Ralph Bartholomew, Jr., photographer.





VISIBLE BRAS ARE DECORATED WITH LEAVES AND DEWDROPS (\$69.95), NASTURTIUM PETALS (\$49.95) OR WITH VELVETEEN BLOSSOMS (\$39.95, ALL NEMO)

Bras Worn Outside

SOME NEW-TYPE TOPS FOR WEAR IN THE EVENING MAGNETIZE THE EYES

The word bra, which was not even in Webster's dictionary until 1939, has so quickly become the subject of unabashed advertising and general conversation that it was only a matter of time until the bras themselves came out in public. A spectacular step in this direction has been taken by Milliner Lilly Daché, who concocted the styles shown above to be worn with no clothing over or under them. Standard in

construction and sizing, these ornamental bras are sold in lingerie departments. They are worn here with evening skirts built high enough to meet them, can also be worn with velvet slacks, shawls or as a showy underpinning for dresses with scooped necklines. Their designer anticipates an interesting, if limited, future for this dressiest entrant in the \$225 million brassiere business, for, says she, "They magnetize the eyes."

Look what's **NEW**



RICHER...
CRISPER!

More shortening gives 'em finer, "buttery" flavor no other cracker can match! A special baking process gives 'em new crispness! Along with a flakier tenderness the like of which you never tasted before! Get the new RITZ CRACKERS—They're oh... so delicious!

NATIONAL BISCUIT COMPANY

Remember...

*"NOTHING TASTES AS GOOD
AS RITZ - BUT RITZ!"*

A SLIP MEANT TO SHOW



DECORATED SLIP made of opaque satin has camisole top trimmed with lace and sequins (John Norman, \$40).

VISIBLE HALF of the slip shows beneath theater suit. With jacket off it becomes a standard bare evening top.



for sheer beauty

ALBA NYLONS now come in
10 Fitted Lengths

One's just right for you from 28" to 37"...
to make your Alba Multi-Twist nylons
still lovelier, longer-wearing.

Someone is looking at your legs

ALBA
NYLON STOCKINGS

ALBA STOCKINGS, A PRODUCT OF PILOT FULL FASHION MILLS, VALDESE, N. C.

NEW NIBBLE-SIZE
CHOCOLATE PEPPERMINT PATTIES
Welch's Junior Mints

MARVELOUS FOR THANKSGIVING
ALWAYS POPPABLE
CRISP - TENDER - TASTY

JOLLY TIME POP CORN

He'll Hanker
for Hamburgers with

A-1
SAUCE

the dash that makes the dish

Ask for A-1 when dining out, too.

Campana
Italian Balm
best lotion for busy hands

Getting there
is half the *fun!*

The sparkling gaiety
of shipboard life... the healthful
relaxation and bright conviviality...
the spaciousness and comfort...
the thoughtful, attentive service...
and the leisurely enjoyment of
superb food... make your crossing
to Europe a delightful
holiday in itself.

Via Cunard, of course!

Go, CUNARD
See your local Cunard-authorized Travel Agent



FALCON FLIES OFF WITH BODY OF FIRST PIGEON ATTACHED TO LONG CORD



FALCON RELUCTANTLY LEAVES KILL AS HUNTERS DRIVE UP IN THEIR JEEP



SWOOPING DOWN ON SECOND PIGEON, FALCON IGNORES THE NEARBY CRATE



PIGEON AND FALCON ARE DRAGGED TOWARD CRATE WHERE HUNTER HIDES



Life Goes on a Falcon Hunt

AN OLD CRATE AND TWO PIGEONS
ARE USED TO TRAP FIERCE BIRD

Each fall on a desolate island off the Maryland coast, a businessman and federal game warden named Halter Cunningham practices—with some modern trappings—the medieval art of catching falcons. Loading a jeep with live pigeons and a wooden crate, Cunningham and his friends set off along the island beach, a stopping place for the peregrine falcon, or duck hawk, on its migration to the South. When they spot a falcon, they release a pigeon on the end of a long cord. As the falcon strikes the pigeon and begins to devour it, Cunningham races up the beach and buries his partner, Brian McDonald, shoulder deep in the sand, covering his head with the wooden crate. A second live pigeon is attached to a cord which McDonald holds in his hand. Cunningham then drives the falcon away from his kill (sequence at left) and the bird, its blood lust aroused, attacks the second pigeon. Through a slit in the crate McDonald watches the falcon and slowly pulls the pigeon closer by means of the cord. Working his hand up through the sand, he grabs the falcon just above the talons, then raises the crate and confronts the captive (above).

Because ornithologists want to learn more about falcons and because the species is far from abundant, Cunningham bands and releases most of his captured birds so that more information can be gained. But he always keeps one falcon to train during the winter months (next page).



FRIGHTENED FALCON beats wings in effort to escape as hunter lifts wooden crate. Unlucky bird has been too intent on its meal to notice the hand seizing its legs.



SUCCESSFUL HUNTER rises from his sand pit, clutching both pigeon and wildly excited falcon. Hunter wears no gloves because his sense of touch must be acute.



You can count on Douglas for foot-easing comfort . . . and authentic styling, too. Features like the Douglas Arch, foot-free Normal Tred and soft-cushion heel make that comfort last right through the day. And talk about style! Just notice this U wing-tip of genuine tan calfskin. See it at your Douglas dealer's today. — W. L. Douglas Shoe Company, subsidiary of General Shoe Corporation, Nashville, Tennessee.

W.L. Douglas
SHOES FOR MEN

Douglas makes fine shoes for men,
Always has . . . always will.



Illustrated: Style #3125
\$8.95 to \$10.95 for most styles

Falcon Hunt CONTINUED



HOW TRAP WAS SET: Cunningham buries McDonald, hurrying the job because the falcon is already eating



first pigeon. He covers partner with crate, gives him pigeon attached to cord, then rushes to drive falcon from first kill.



AFTER CAPTURE bird is held carefully so it cannot use talons. It will be encased in stocking for safe handling.



TRAINING BEGINS as food is offered new-caught bird. It is nervous at first but quickly gets used to captivity.



PET FALCONS perch quietly on hunters' wrists. Cunningham trains one bird during winter. Bird learns to jump

from perch to "lure," later could be used for hunting. Cunningham never hunts with birds, releases them in spring.

CONTINUED ON PAGE 183



For the gifts you'll give with pride, let your jeweler be your guide

Why a fine Swiss watch is such a loving gift

It says so much, so eloquently—a reminder of the hours you devoted to choosing it, the centuries the Swiss devoted to perfecting it. For the fine Swiss watch you buy today, as a meaningful gift or for yourself, has a heritage 300 years old. That is why you can expect such beauty, precision and value in a fine Swiss watch, why your jeweler can service it so efficiently, why seven out of ten jewelers wear fine Swiss watches themselves.

The Watchmakers of Switzerland



Your jeweler will tell you the inside story of the fine Swiss watch and show you the latest Swiss self-winding wonders that so many people long to own.



TIME IS THE ART OF THE SWISS

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you start to feel the enchantment

*the moment
you step
aboard!*



FOR YOUR TRIP through the Indian country, on your way between Chicago and California, take your choice of Santa Fe's five famous trains each day, each way.

There's enchantment in the train itself . . . specially planned, equipped and staffed to make your trip one for the memory book.

There's enchantment in the Indian country you travel through . . . purple buttes, star-studded skies, limitless horizons.

Enchantment, too, in every one of those famous Fred Harvey meals.

For reservations and details about Santa Fe trains, just consult your ticket agent or travel agent.

Super Chief
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Chief
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El Capitan
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Grand Canyon
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Texas Chief between
Chicago-Texas

Kansas City Chief between
Chicago-Kansas City

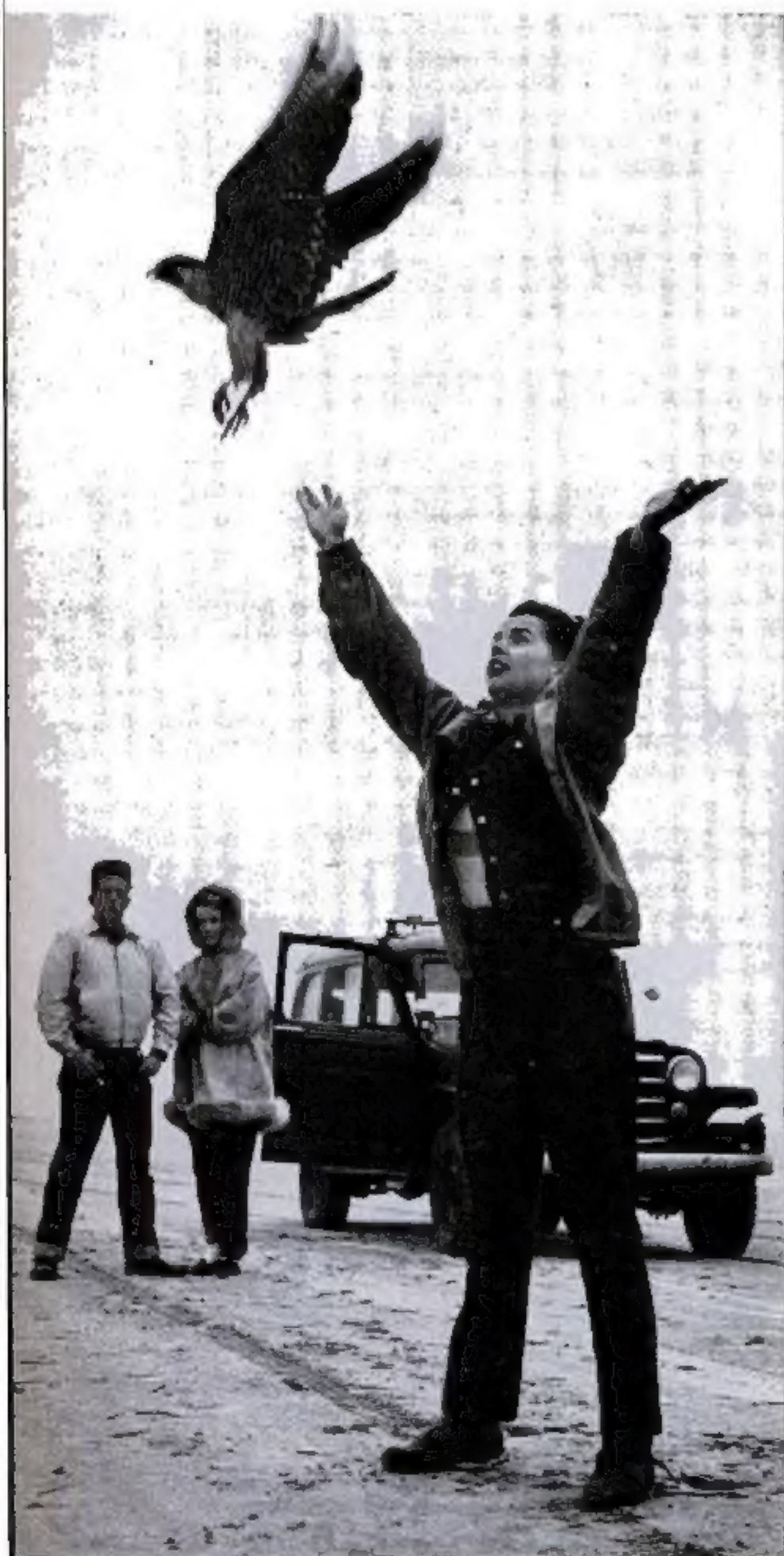
Painting of Flute Dancer
by a Pueblo Indian

R. T. Anderson, General Passenger Traffic Manager, Santa Fe System Lines, Chicago 4, Illinois





ANDING RECORD is kept by Cunningham, who has trapped and banded many as 40 birds in a season. Bird encased in stocking lies on the table.



ALCON IS RELEASED by McDonald's wife Anne after metal band has been attached to leg. Bird is frightened by trapping experience but unharmed.



121 skin specialists approve remarkable beard-softener in new brushless shave cream

This wonderful new ingredient does two things to give you an amazingly quick, comfortable shave.

It lets your beard soak up more water and soak it up faster. This makes your whiskers softer, easier to shave.

It lubricates the skin for rasp-free shaving and leaves it supple and healthy-looking.

Make sure you buy the new Glider Brushless Shave Cream with its remarkable new ingredient, Extract of Lanolin—the soothing beard-softener 121 skin doctors approve. It will make a world of difference to the speed and comfort of your daily shave. And for many men who shave twice a day—the new Glider is an absolute "must"!



Actually good for the skin! Registered skin specialists were asked what they thought of

the beard-softening agent in the new Glider Brushless. 90% of them definitely approved!

DON'T LET
ADDED QUARTS
SEND DOLLARS
UP IN SMOKE...

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THE KING AND QUEEN OF SUDS

Although children traditionally hate to take a bath, 8-year-old Harry Zucker and his 9-year-old sister Ray are special cases. Living in a six-story walk-up on New York's lower East Side, they had not had a tub bath since the plumbing broke down in 1947. So when the Zucker family moved into a new state-financed housing project in Brooklyn, the first thing that the children wanted to do was to take a bath in the shiny, new

tub. To make the occasion a real celebration, Mrs. Zucker put some bubble soap into the water. As Harry and Ray sloshed around amid the bubbles, squealing their delight, he reached over and put a soap crown on his sister and she did the same for him. Ray said, "I am the queen of suds," and Harry cried, "I am the king of suds," and as he did so (*above*) Photographer Regina Fisher recorded the moment of regal ecstasy.



Austria's bat-men spread their wings-and fly!

1 "It's a flying circus when Tyrolean ski-champions take to the air," writes Henry Siemer, American friend of Canadian Club. "I'd joined them on a peak above Austria's Oetz Valley, strapping one of their sail-like 'Thüring capes' to my wrists and ankles. We raced downhill, hugging our 'wings' tight. As we approached a crevasse, we leaned forward and threw open our capes. They caught the rushing updraft and sent us soaring . . .



2 "A crash landing ended my flight when I straightened up too soon. Never more than five feet up, I'd just made it across the crevasse. My companions swept past on their wings, making ski-flying look like child's play. I decided on one more 'flyer' . . .

5 "Only in Austria have I seen skiers really fly. But almost everywhere I travel I find that Canadian Club has as loyal a following as it has back home."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.



3 "Smoke from blazing torches we'd lit down below showed me that the headwind I needed was still blowing strong. I sped into it, taking off over a hillock. Landing on my skis nearly a hundred feet away, I picked up ground speed and took off again—and again—practically winging my way into the valley.

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is one and only one Canadian Club, and no other whisky tastes quite like it in all the world.



4 "The fledgling really earned his wings," said my host at the Glacier Hotel in Hochsoelden, 'and that calls for the best in the house—Canadian Club.'



IN 87 LANDS . . . THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD
90.4 PROOF

IMPORTED IN BOTTLE FROM WALKERVILLE, CANADA, BY HIRAM WALKER & SONS INC., PEORIA, ILL. BLENDED CANADIAN WHISKY.

Why did you change to Camels...?



Linda Darnell movie actress, says, "After smoking Camels for 30 days, I knew how thoroughly enjoyable a cigarette can be!"



Ruth Hussey

Hollywood star, says, "When I tried Camels, I found I was enjoying cigarettes more than ever!"

Risë Stevens

Metropolitan Opera star, says, "I found by steady smoking that Camels have just the mildness and flavor I wanted."



John Wayne Hollywood star, says, "Sure, I'd walk a mile for a Camel! No other cigarette tastes as good or gives me such pleasure."



Dorothy Kirsten Metropolitan opera star, says, "The test of time told me how mild and how enjoyable Camels are week after week!"



Richard Carlson movie star, says, "I've smoked Camels since college. I know why they say, 'Once a Camel smoker, always a Camel smoker!'"



R. J. REYNOLDS
TOBACCO CO.,
WINSTON-SALEM, N. C.

THERE MUST BE A REASON WHY these popular stars smoke Camel — America's most popular cigarette — as their steady smoke! Smoke Camels, and only Camels, for 30 days! Prove to yourself by *steady* smoking how mild and good tasting Camels are . . . pack after pack, week after week. See why

Camel

**LEADS ALL OTHER
BRANDS BY BILLIONS
OF CIGARETTES PER YEAR!**